

Saimaa University of Applied Sciences
Business Administration, Lappeenranta
Degree Programme in International Business
Specialization in International Business

Heta Havia

CUSTOMER AND MARKETING RESEARCH: CASE REIMA

Bachelor's Thesis 2011

CONTENT

1 INTRODUCTION	6
1.1 Scope to the background.....	6
1.2 Research problems and objectives	8
1.3 Scope of the study.....	9
1.4 Theoretical frame	9
1.5 Research methods	11
1.6 Structure of the study	12
2 MARKETING COMMUNICATION.....	13
2.1 Components of marketing communication	13
2.2 Goals of marketing communication	15
2.3 Advertising as one part of marketing communication	16
2.4 Different forms of advertising.....	16
2.4.1 Media advertising.....	19
2.4.2 Direct advertising	20
2.4.3 Below-the-line advertising.....	21
2.5 Russian tourists as a target group.....	21
2.5.1 Personal sales work.....	22
2.5.2 Advertising	23
2.5.3 Sales promotion	24
2.5.4 Public relations	26
2.6 Most common ways to advertise in Russia.....	27
3 CUSTOMER RELATIONSHIP MARKETING	30
3.1 Goals of customer relationship marketing	30
3.2 Phases of customer relationship and development	31
3.3 Main phases of customer relationship marketing	32
3.4 Loyal customer marketing	32
4 CASE RESEARCH REIMA.....	35
4.1 Interview as a basis for the research.....	35
4.2 Survey	38
4.3 Survey results.....	40
4.4 Summary of the key findings	60
4.5 A few ideas based on the research	63
5 CONCLUSIONS.....	66
REFERENCES	67

APPENDICES Appendix 1 Inquiry form in English
Appendix 2 Inquiry form in Russia

ABSTRACT

Heta Havia

Customer and Marketing Research: Case Reima, 69 pages, 2 appendices

Saimaa University of Applied Sciences, Lappeenranta

Business Administration, International business

Instructor: Principal lecturer Minna Ikävalko

The number of Russian tourists in Lappeenranta is growing every year and local companies need information on how to approach this big segment. Companies in Lappeenranta need more information on the ways to advertise to Russian customers and what kind of advertising reaches them. Objectives of this thesis were to find out how the Reima store in Lappeenranta could improve their advertising and customer service for Russian customers.

The theoretical part of this thesis consist of marketing communication and customer relationship management. The theoretical part helps readers to gain basic understanding on what marketing communication is, what its goals, and different forms of advertising are and how marketing communication is handled in Russia. The concept of marketing communication will help readers to understand how marketing communication to Russian customers could be handled in Finland. The theoretical part also explains shortly what customer relationship marketing is. The theoretical information was found from various sources, such as books, the Internet and different kind of research.

The information of the research part was received through a customer and marketing survey made for Reima's Russian customers. The survey was partly based on the interview of the store manager in Lappeenranta, which gave a lot of background information about Reima. The thesis contains both research methods, quantitative and qualitative. The survey questionnaire had a quantitative approach, but results of the survey were interpreted in a qualitative way, because the researcher wanted to understand results more deeply and make assumptions based on them.

Key words: Advertising, Advertising in Russia, Marketing communication, Customer relationship, Russian tourists

TIIVISTELMÄ

Heta Havia

Customer and Marketing Research: Case Reima, 69 sivua, 2 liitettä

Saimaan ammattikorkeakoulu, Lappeenranta

Liiketalous, Kansainvälinen kauppa

International business

Ohjaaja: Yliopettaja Minna Ikävalko

Venäläisten turistien kävijämäärä Lappeenrannassa kasvaa vuosi vuodelta ja paikalliset yritykset tarvitsevat kipeästi tietoa siitä, kuinka lähestyä tätä suurta segmenttiä. Yritykset tarvitsevat tietoa miten mainostaa ja tavoittaa venäläiset turistit. Työn tavoitteena oli selvittää miten Lappeenrannan Reima myymälä voisi parantaa mainontaa ja asiakaspalvelua venäläisille asiakkaille.

Lopputyön teoreettinen osa muodostuu markkinointiviestinnästä ja asiakassuhdemarkkinoinnista. Työn teoreettinen osa selvittää lukijoille markkinointiviestinnän käsitteen, sen tavoitteet, mainonnan eri muodot ja miten markkinointiviestintä hoidetaan yleensä Venäjällä, joka auttaa lukijoita ymmärtämään kuinka markkinointiviestintä voisi tapahtua Suomessa venäläisille asiakkaille. Teoreettinen osa kertoo myös lyhyesti mitä asiakassuhdemarkkinointi on. Teoreettiseen osaan löytyi tietoa kirjoista, Internetistä ja erilaisista tutkimuksista.

Tutkimus perustui osittain asiakaspalvelu- ja markkinointitutkimukseen, joka suoritettiin Reiman venäläisille asiakkaille ja osittain myymäläpäällikön haastatteluun, mikä antoi paljon taustatietoa Reimasta. Tämän lopputyön tutkimuksessa käytettiin kvantitatiivisen sekä kvalitatiivisen tutkimuksen menetelmiä. Tutkimuslomake perustui kvantitatiiviseen lähestymistapaan, mutta tulokset käsiteltiin kvalitatiivisin keinoin, koska tutkija halusi ymmärtää tuloksia syvällisemmin ja tehdä oletuksia niihin perustuen.

Asiasanat: Mainonta, Mainonta venäjällä, Markkinointiviestintä, Asiakassuhdemarkkinointi, Venäläiset turistit

1 INTRODUCTION

The main idea of the thesis started from the need to study the case company's marketing to Russian customers. The need came out when the author contacted some companies in the Family Center shopping mall with the idea of doing research on Russian customers.

After finding the case company Reima, the author and Reima's representatives had a meeting regarding the kind of research that should be done on the case company's Russian customers. When the objectives were clear, the thesis started to be drafted first with the survey part.

1.1 Scope to the background

As the Tak's research results show in Chart 1 below, the number on Russian tourists has been growing every year in Finland. Russian tourists have also been a remarkable source of income for years to several companies in Lappeenranta. Therefore companies are interested in how to do advertising to Russian tourists or how to improve customer service for them.

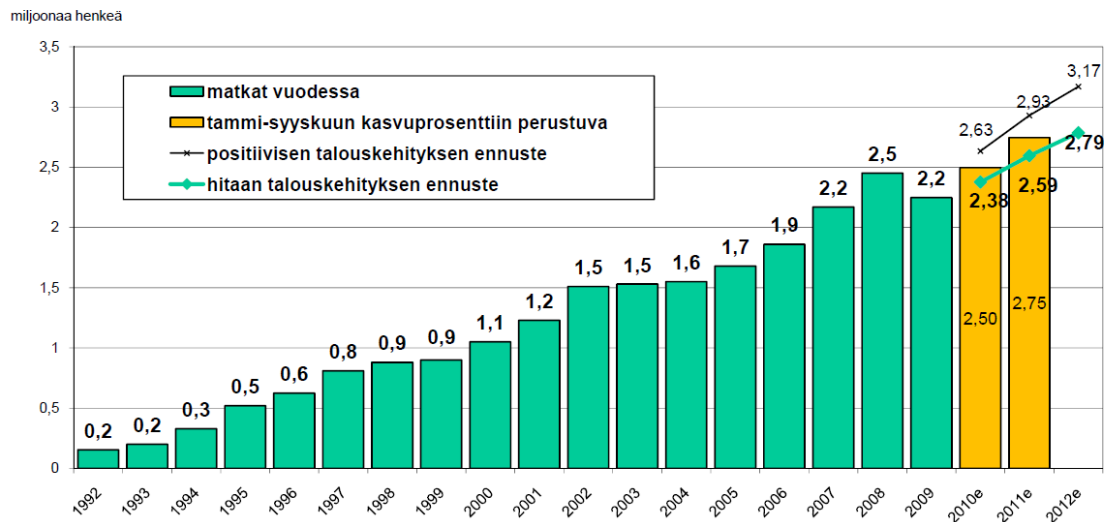
According to a research conducted by Tak Oy in 2010, the number of Russian tourists visiting Finland is expected to grow by a maximum of 20% between 2009 and 2010. The recession in 2009 had also an impact on Russian tourists, but the forecast for visitor numbers in 2010 is looking good: about 2,5 million visitors were expected to come to Finland in 2010. In 2011 the forecast is also looking good. About 2,75 million visitors are expected, so it is still going to grow more. (Nurkka & Dobrowolski 2010.)

Tak Ltd's research shows how many million Russian tourists are coming to Finland every year via the Eastern border:



TAK Rajatutkimus ja Mediatutkimus 2010

Venäläisten matkat Suomeen vuosittain Kaakkois-Suomen raja-asemien kautta



2010

Tutkimus- ja Analysointikeskus TAK Oy :: www.takoy.fi

© TAK Oy

Chart 1 Russian tourists' trips to Finland (Nurkka et al. 2010.)

Most of the tourists come to Finland because of shopping, and the next biggest reason is holidays. Lappeenranta has been very popular among Russian tourists, because it is near the border line and easy to access. According to Tak's research Lappeenranta was the most popular town for the Russian tourists (33% of them) who come through Imatra, Nuijamaa, Vainikkala or Vaalimaa border-stations. Even the capital, Helsinki, was behind Lappeenranta in those results with 30%. So Lappeenranta seems to have very good prospects also in the future, and the companies in Lappeenranta should really make an effort in marketing and selling to Russian tourists. (Nurkka et al. 2010.)

According to the Country Brand Index research, Finland is in the eighth place in nation branding. This ranking makes Finland the most appreciated country in nation branding compared to other northern countries. The research took into account many issues, for example tourism, culture and quality of life. Even if the research does not tell the whole truth, it tells about Finland's good reputation, about goodwill. The marketing value of goodwill can be utilized in business, when about a million Russian people come to Finland with their visas. (Molari 2010.)

1.2 Research problems and objectives

The objective of this thesis is to find how and where to advertise to the Russian tourists who shop in the Reima store in Lappeenranta. What would be the best ways to advertise to them, so that sales would increase at the Reima store? Reima might also find new customers with the right kind of advertising focused specifically on Russian tourists. Advertising directed to Russian people differs from advertising to Finnish customers for example with the choice of advertising channel and allocation of advertising. One goal of the thesis was to find out where Russian tourists get information about Reima or its products at the moment and to get a small glimpse of how Reima's current advertising is working for them.

The key question, needed to be answered through this research, was:

- How could the Reima store in Lappeenranta improve their advertising and customer service to Russian customers?

Through these smaller key questions below is easier to answer to the main key question:

- What would be the best ways to advertise to Russian customers?
- From where do Russian customers find information about Reima?
- How does Reima's advertising reach Russian customers at the moment?

1.3 Scope of the study

The thesis was made for a specific company, Reima, which is a children's clothing company. A survey completed by Russian tourists was carried out in the Reima shop in Lappeenranta. Customers were asked what advertising they had seen and what kind of advertising they would find suitable for Reima's customers. The survey also included questions about customer service and how the customers felt about it.

The Russian customers, who live permanently in Lappeenranta were left out of the research to limit the scope of the thesis.

The first theoretical part of the thesis is focused on marketing communication in general, how marketing communication is conducted in Russia and one part of marketing communication is described in more detail, i.e. advertising. The second part in the theory is customer relationship marketing, which leaves out e.g. customer satisfaction and how it can be monitored.

1.4 Theoretical frame

There are four different parts in this thesis: Introduction, marketing communication, customer relationship marketing and the results of the Reima survey. The introduction covers the thesis background, research problems, objectives and limitations of this thesis.

The theoretical part consists of marketing communication in general and customer relationship marketing. Marketing communication is comprised of the four different parts shown in the theoretical frame in Figure 1. Companies have to understand the whole idea of marketing communication in order to understand how to use these different parts effectively. To tailor its marketing communication for Russian tourists, a company has to find out what kind of advertising Russian customers are used to, and how personal sales work and public relations work in Russia. Once these questions have been answered the

company can modify their marketing communication to this segmented target group.

The customer relationship marketing part is formed of goals of customer relationship marketing, phases of customer relationship, actual main phases of customer relationship marketing and loyal customer marketing. The last section of this thesis is about the survey, which was conducted for Reima. When the theoretical information about marketing communication and customer relationship marketing is combined with the survey results, new possibilities to understand their customers more and to be able to develop their customer service and advertising will open up for Reima.

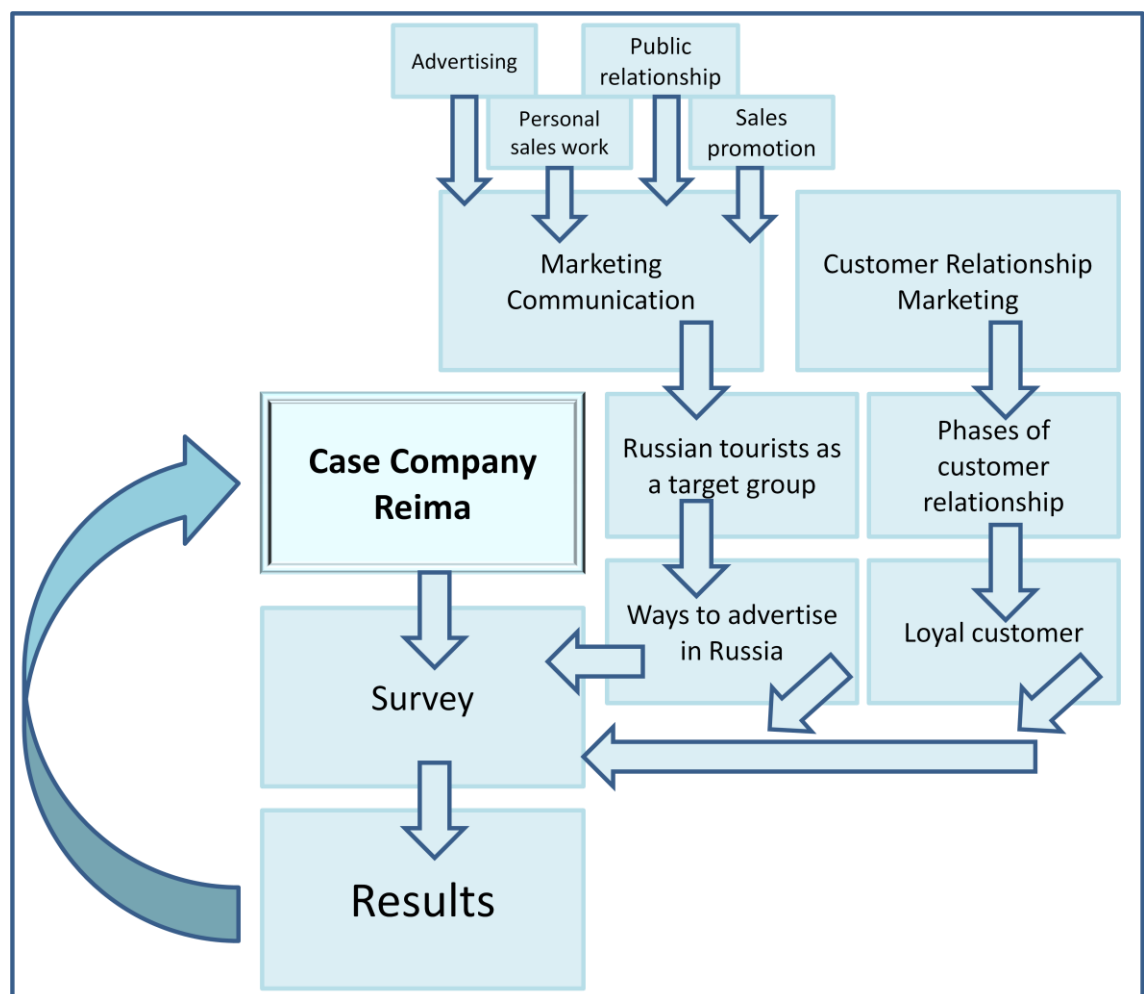


Figure 1 Theoretical frame

1.5 Research methods

This thesis contains both research methods, quantitative and qualitative. The survey questionnaire is quite a vast part of the research and it had quantitative approach. There was quite a big number of participants in the survey and the target group is 100 people. The results of the survey are interpreted in a qualitative way, because the researcher wanted to understand results more deeply and make assumptions based on them.

The quantitative research method answers to the questions: how many, how much and how often. The goal of the quantitative research method is to understand how many of the people think something, how many of them have certain attitude and how many have certain experiences. Quantitative research is executed often on the phone, through personal interviews, or via letter. The number of interviewees is 100-1000 people. Quantitative research is based on the measurable examination of the different relationships of material. (Solatie 1997; Karvonen & Kivimäki 2011.)

"Use of sampling techniques (such as consumer surveys) whose findings may be expressed numerically, and are amenable to mathematical (statistical) manipulation enabling the researcher to estimate (forecast) future events or quantities." (WebFinance Inc 2011).

The qualitative research method answers to the questions why and how. The goal of this type of research is to understand reasons behind the behavior more deeply. The number of interviewees is 15-40 people. At roughest, the term qualitative is understood as material (and as analysis) description aspect (non numeral). (Solatie 1997; Eskola & Suoranta 2003, 13, According to Uusitalo 1991,79.)

"Qualitative research is designed to reveal a target audience's range of behavior and the perceptions that drive it with reference to specific topics or issues. It uses in-depth studies of small groups of people to guide and support the construction of hypotheses. The results of qualitative research are

descriptive rather than predictive." (Qualitative Research Consultants Association 2011).

1.6 Structure of the study

This thesis consists of three main parts. The first part and the second part are theory parts, supporting the research part. The first theoretical part is called "Marketing communication" and the second part is "Customer relationship marketing". The third part of the thesis is the research part, called "Case research Reima" and it consists of the marketing and customer survey and an interview of the store manager in Lappeenranta.

2 MARKETING COMMUNICATION

Marketing communication makes the company known and brings what the company offers to the attention of customers. Therefore the communication makes a big difference in creating an image and gaining new customers. Additionally, the marketing communication of the company can also provide information about products, prices, and where to buy the products. It can also affect demand and help maintain customer relationships. (Bergström & Leppänen 2009, 328.)

When planning the marketing communication it is important to find answers to the following questions: To whom to advertise, What is the aim of the communication and how is the advertising going to happen? (Bergström et al. 2009.)

2.1 Components of marketing communication

Marketing communication consists of four main components (Haapakorva & Puustinen 2000):

- Personal sales work
- Advertising
- Sales promotion
- Public relations

Personal sales work, i.e. customer service, includes all the different kind of tasks completed by the employee serving the customer while the customer is visiting the company. If the service for the customer disappoints somehow, the customer will respond in a negative way and the company might lose the customer to competitors. The importance of maintaining high class customer service cannot be emphasized enough. (Haapakorva et al. 2000.)

"Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by identified sponsor." (Kotler 2003, 590).

"Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service". (Marketingteacher Ltd 2011).

Public relations means enhancing the company's reputation in the eyes of the public with positive publicity. Public relations tries to provide information, modify attitudes towards the company and strengthen the company's image. The basic idea of PR is to save money and support the operations of the company by supporting the public relations. (Kotler 2003.)

Marketing communication can be implemented in many ways, for example by using different forms of advertising, or organizing different kinds of events to increase sales. The marketer has to know how to choose the right methods from many different marketing techniques and have the right approaches for different target groups in different kind of situations. It is especially important to customize the different methods and channels to advertize, which are used together. All communication methods being used must send out consistent messages. This way of approach is called integrated market communication, where the different communication is supporting and reinforcing all communication. (Bergström et al. 2009, 328-329.)

Marketing communication as a competitive force is shown in a figure below:

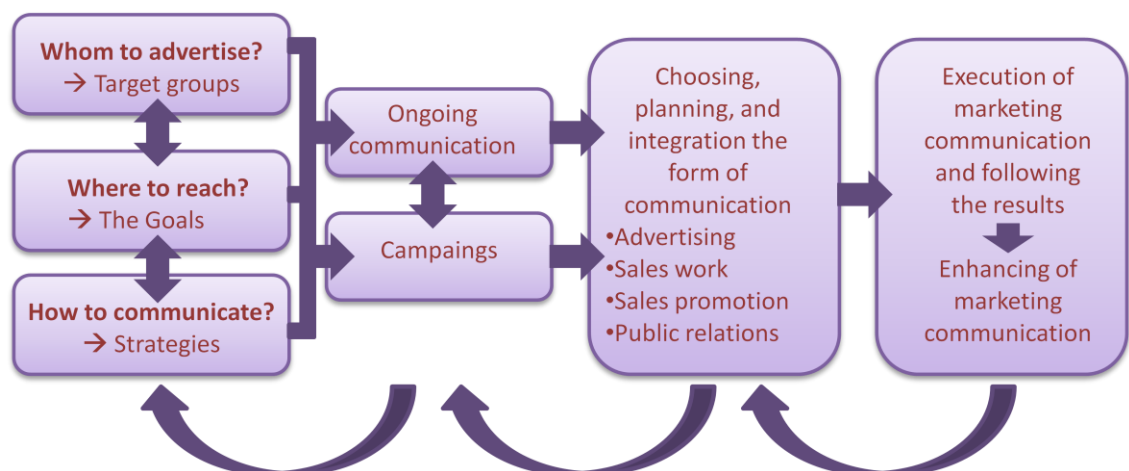


Figure 2 Marketing communication as a competitive force (Bergström et al. 2009.)

2.2 Goals of marketing communication

According to Bergström et al. (2009) marketing communication should be planned for different target audiences. There can be very different types of target audiences, e.g. the current buyers, possible buyers, end-users of the product, retailers, references and media. Part of the marketing communication, for example the image advertising, can be directed to all target groups. On the other hand the communication can be targeted to a very small target audience, e.g. to current regular customers. The form of communication should be chosen so that the target audience would be reached in the best possible way and of course with the lowest expense.

The ultimate goal of marketing communication is to achieve profitable selling sales. To achieve this goal, the company often has to use different kind of methods in marketing communication for a long period of time, because a single form of marketing communication does not have that kind of a significant effect on total sales.

Here are some examples of marketing communication goals:

- To inform about the company, products, prices and availability
- To rouse up the interest and to stand out from other competitors
- To create interest and positive attitudes
- To inform the customer about the value and benefits of the product
- To create sales
- To confirm the customer's purchasing decision and to maintain customer relationship

2.3 Advertising as one part of marketing communication

Advertising can be continuing, long lasting or lasting only for a short period of time if needed. The different forms of advertising can be examined according to the goals of advertising. Advertising can be informative, persuasive, reminding, or reinforcing. Informative advertising tells about company, products, prices and availability or new features of the product. Persuasive advertising aims to influence liking, attitudes and preferences. The goal of persuasive advertising might be to get the customer to change the brand. Reminder advertising reminds the customer about existing products or services and the goal is to get the customer to buy it again. Reinforcement advertising makes the current customers to think that they have made the right choice and tries to convince the customer to continue the relationship with the company. (Kotler 2003, 591.)

2.4 Different forms of advertising

Different advertising forms are discussed in this thesis because the research part is partly focused on different forms of advertising.

The share of advertising in marketing communication with planning and production costs according to TNS-Gallup (2009) are shown below :

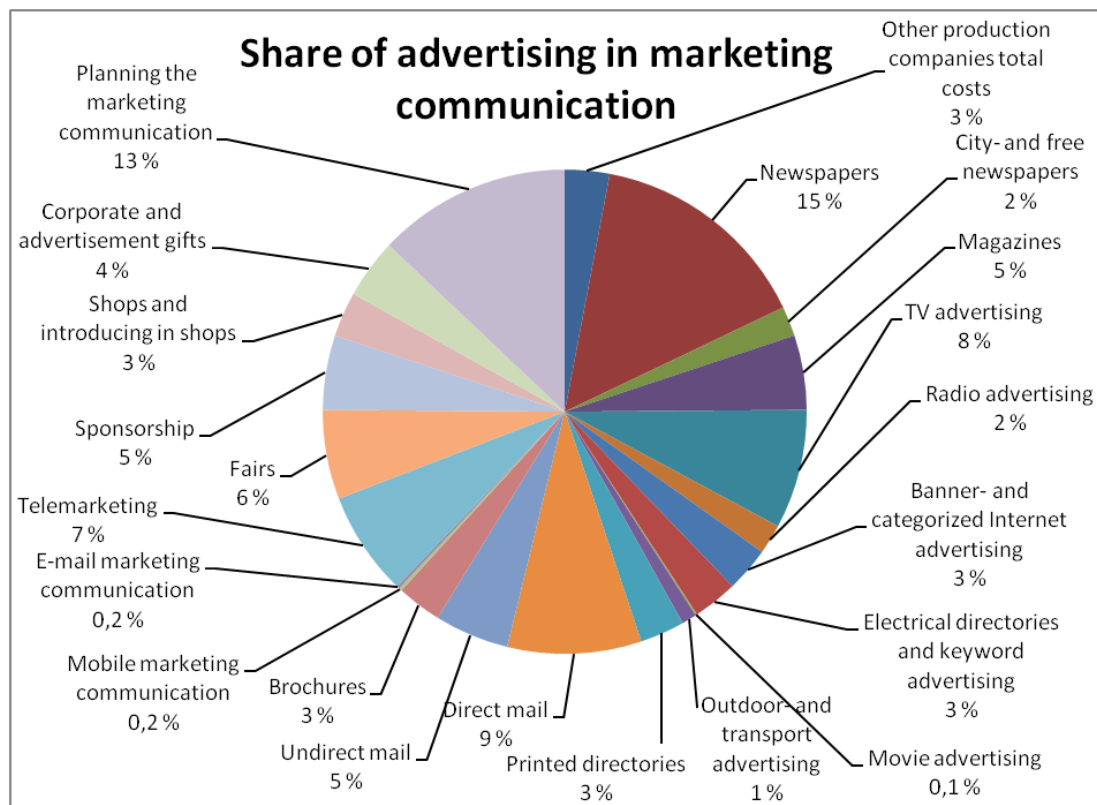


Chart 2 Share of advertising in marketing communication with planning and production costs

Only one way of advertising is seldom used. More commonly companies use many channels of communication when creating their advertising. Companies normally select one or two main media, which will be complemented by other forms of advertising according to the target group and the situation. (Bergström et al. 2009.)

The most common forms of advertising are shown in the figure below:

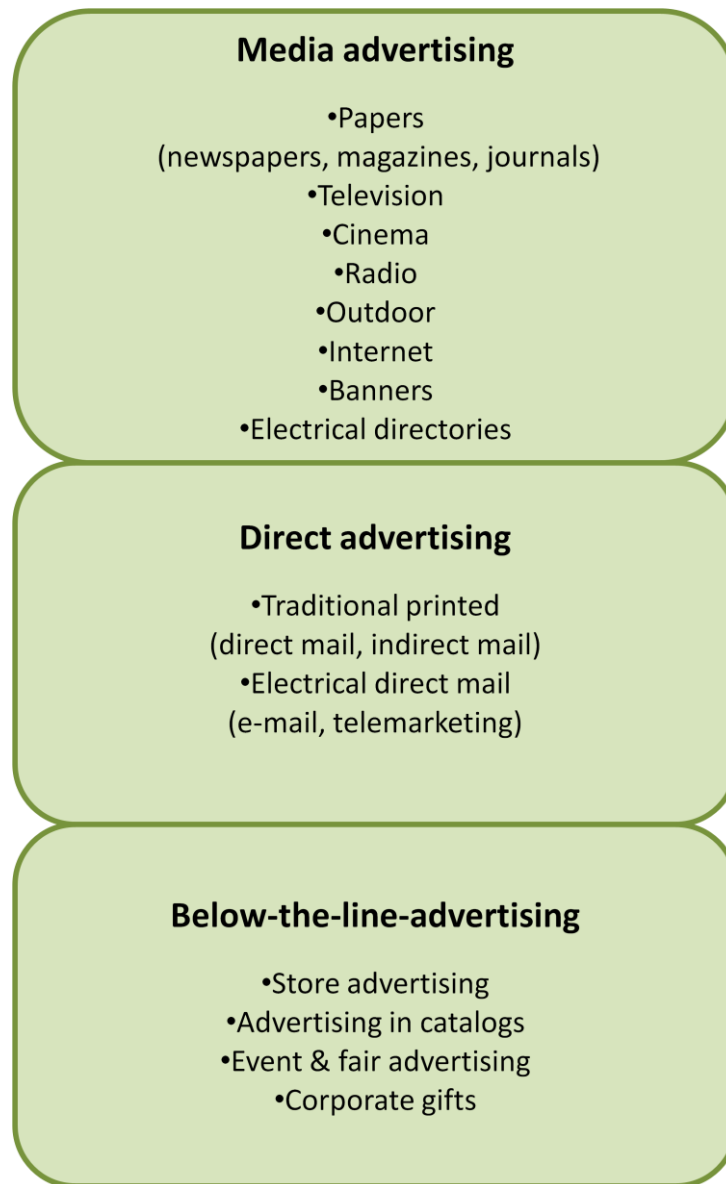


Figure 3 Different forms of advertising divided to groups (Bergström et al. 2009.)

Media advertising, e.g. TV advertising, can do so much more than just communicate in quite a common way about marketers' intention. When the marketer knows how the media affects the impression created by the ads, they know then how to benefit from it and how to communicate from a totally different point of view. Also creative media selection gives a chance to the brand to stand out from other brands and ads. (Dahlen 2006.)

2.4.1 Media advertising

Traditional newspapers, magazines and TV advertising are nowadays on the defensive, because new electrical media are taking over a bigger share of the advertising. Consumers' media use is mainly electrical and printed medias do not reach so many people anymore, but newspaper advertising is still the biggest advertising form in Finland. People read newspapers in the morning and try also to find offers and tips for the day's shopping. TV advertising is the second most popular media in Finland, because it is such an effective way to advertise consumer goods and services. Creating TV ads is slower and more expensive than advertising in papers, but TV can send the advertising message to a large number of people around the world. With the combination of moving image, colors and voice the commercial ad can create atmosphere, image, and also affect feelings and people's attitudes. (Bergström et al. 2009.)

Radio advertising's share of the whole media advertising is quite small in Finland, but radio is still a good way to reach some certain target audience. Outdoor advertising is normally used to reinforce other advertising forms especially when launching consumer goods or services, and in reminder advertising. It is an effective way to advertise, because it is repeating itself in everyday life when people normally use the same routes or same transportation systems (Bergström et al. 2009.)

The Internet is used for many purposes nowadays, for example selling second hand products or reading blogs in addition to traditional banking services or finding information. Using the Internet advertising companies can reach many types of target groups and Internet advertising should be used as a part of a media advertising. Internet advertising can occur in many different forms e.g. banners, billboards, skyscrapers, and interstitials. Internet advertising can be shaped based on behavioral targeting: Companies can use for example ads about products or topics that the consumer has just discovered. Internet advertising has also changed the chances for smaller companies to compete against bigger companies. The Internet gives e.g. a chance for small companies

to make a great impact with their advertising when bigger companies could easily do with other more expensive media. Therefore, Internet advertising makes advertising more fair play to everyone. (Bergström et al. 2009, 370-377; Juslèn 2009.)

The Internet is more than just a part of media advertising, it is different in many ways. It is not like other media advertising ways are, one way. In other media the advertising message is controlled by the sender, but not in the Internet advertising. In the Internet it is hard to control the meaning of the message or how it goes through to customers. On the Internet the one way communication does not work, because the Internet is a social media environment where everyone can communicate to each other. (Bergström et al. 2009, 370-377; Juslèn 2009.)

In the end, Internet advertising gives endless opportunities to advertise. Companies should just embrace it, because the Internet is a chance. With so many choices it is even a little bit scary one.

2.4.2 Direct advertising

According to the research conducted by Itella most Finnish households (86%) want to receive direct advertising and freebies, such as magazines to their homes. People over 50-years with families are more positive than other people about receiving direct advertising. 14% of the households do not want to receive direct advertising. The biggest reason for this is the volume of it and the awkwardness of taking ads to a recycling point. The people who do not want to receive direct advertising react more negatively to any advertising. (Millward Brown 2010.)

Direct advertising is also a medium and sales channel and its purpose is customer reaction, for example to get the customer to ask more details about the product or to get them to order. The advantage of well planned direct advertising is that it can be focused well: the receivers can be chosen carefully

and the message can be framed individually. Direct advertising can be divided into traditional printed direct mail and electrical direct mail. Traditional printed direct mail without a receiver's address is used when the company wants to reach a large scale of people in a certain area. Direct mail with addresses is used when the company wants to reach certain type of people. Electrical direct advertising means messages, which are sent through e-mail or by mobile phone to a target audience. (Bergström et al. 2009, 383-384.)

2.4.3 Below-the-line advertising

The store's role in creating sales has become increasingly important. For many consumer products the choice to select a certain product often happens in the store while shopping. By advertising in the store, the advertising can appeal to all the senses of the consumer. In the store the customer sees the advertisement and the product, hears audio advertising, can feel and even smell the product, even taste it or try it. Examples of advertising used inside the store are instructions attached to the product shelf and tapings. Advertising outside the store is e.g. sunshades and ads in store windows. The store window works like an ad in a newspaper. It creates the first impression, tells what can be bought at the store and makes people to do impulse purchases. (Joensuun yliopisto; Bergström et al. 2009.)

To be presented in different kind of catalogs or in directories is especially important to small companies, because for some of them the directories are the only form of advertising. Advertising in events, like in fairs is also a good way to make the company known. (Joensuun yliopisto; Bergström et al. 2009.)

2.5 Russian tourists as a target group

"Eleven time zones, dozens of peoples and languages, a huge quilt of mores, religions, buying habits, per-capita incomes, distribution infrastructures, etc. That's Russia." (Repiev 2008).

Like in the quotation above, Russia is a big country. It has uneven economic situations, different kind of people, and different cultures, which makes Russia a totally different place to do marketing or advertising compared with Finland. There are many things to consider when planning to do marketing or to advertise there.

When thinking, e.g. about personal sales work in Finland to Russian customers, the company has to consider cultural differences in personal sales work in both of the countries. The company has to consider what the right ways to approach Russian customers are, even if the selling happens in Finland. What are the right ways to make Russian customer feel comfortable, how to sell the products to them, and how do they expect the customer service to be in Finland? If the company wants to make great deals with Russian customers, they have to go even a little bit out from their own comfort zone, do things slightly differently than with Finnish customers. In the next chapter there are some examples about how the personal sales work, advertising, sales promotion and public relations happen in Russia compared to the Finnish style of doing business. How for example Finnish companies deal with these different situations when doing business in Russia.

2.5.1 Personal sales work

In Russia the trust between seller and buyer is a very important factor in customer service in general. In Russia the customers value personal sales work and they also expect a lot from the seller. (Perilä-Jankola 2001, 45.)

Personal sales work is a key issue in Russia. It can be carried out directly by doing business with the customer (sales negotiators, executives, customer service persons) or indirectly through other people who use the product. Indirectly, in this case, means references from mouth-to-ear method. (Aitio et al. 2009.)

According to Aitio et al. (2009), grapevine (mouth-to-ear method) is the most effective marketing channel in Russia. The best way to advertise is to get customers to recommend your company's products or services to other customers. Russian people trust other people more than advertising.

When building a trustful relationship with the customer, the sellers should recognize their own attitudes and behavior towards the customer, because Russian customers sense instinctively how the service person reacts on them. The first reaction comes in few minutes, from facial expressions, appearance and tone of speech. Also it is very important to understand Russian customers' needs and that they appreciate expertise in customer service, friendly attitude and verbal communication. (Jussila-Salmi & Grekelä 2004.)

Close to the personal selling in Russia are exhibitions. Exhibitions for consumers should be carefully planned and the stand in the exhibitions should not be too modest, to increase attention. (Aitio et al. 2009, 133.)

2.5.2 Advertising

In Russia advertising brochures and banderols and other ways to advertise look quite different than in Finland. There the footage used and animations on the Internet affect in a totally different way than in Finland. The sale arguments, decoys and other ensuring ways in advertising texts differ from the style that Finnish people are used to. The meaning and power of communication channels are also different. You can say that in general advertising is more effective in Russia when compared to Finland: For consumer goods it is very important to be shown in different media. (Aitio et al. 2009, 130-131.)

In the Internet advertising Russian customers are used to visualization, e.g. pop-ups and banners are used more often. For Russian customers normal Finnish web sites might even be boring, if there is only basic information about the company. For Finnish customers the banners and flashy ads might be

irritating. Russian customers value information such as catalogs and finding the contact information for communication. (Aitio et al. 2009.)

Finnish companies are often criticized in Russia because they are not visible enough in Russia. That means they do not know how to be shown enough in the spotlights, and how to be heard. Maybe this is caused by advertising differences. In a country like Russia the official channels, such as consumer protection is not as developed as in Finland. Therefore advertising is quite often an important information channel. In Russia it is easier to sell products which are well known or internationally recognized. Consumers in Russia are also keen on testing and changing different kind of brands and products. Being individualized in consuming is not appreciated in the same manner as in Western countries, but the attitudes in some younger target groups are changing towards being more individual. Russian people appreciate well-known brands and they often want to show the brands they have as a sign of wealth. (Aitio et al. 2009.)

The advertisements in Russia are tailored to appeal to the Russian psyche and to influence the buying decision. If, for example, Finnish companies wanted to appeal to Russian customers in Finland, they should try to advertise the product so that it would appeal to the Russian psyche, not according to their own product ideas.

2.5.3 Sales promotion

Russia is a very large country and if the company intends to reach the whole country with its marketing activities, it means large investments. If the company does not want to or cannot offer the product or services to everyone, they have to make an effort in marketing to certain areas, target groups or segments. Through marketing surveys and customer databases the companies can direct their marketing efforts to potential customers. Sales promotion methods and their power is different from what Finnish people are used to in Finland. In Russia they have of course the same kind of sales promotion activities going on

as in Western countries, but it is not as effective as for example in Finland. For example the practical matters, such as the way how the post delivers to people's homes and also some cultural differences, e.g. the aggressiveness, affects sales promotion power. What might be felt as aggressive in Finland is normal in Russia, and what might be inappropriate in Finland is appropriate in Russia. (Aitio et al. 2009.)

Fairs are an old and traditional way to make a company or its products known in Russia. Fairs or exhibitions can be national or international. Inviting customers to fairs is quite common and materials should be in Russian language. Seminars and workshops are quite common alongside the fairs for certain target groups or just for the press. (Perilä-Jankola 2001.)

Sales promotion has developed over the past few years in Russia. The means of sales promotion have been diversified and the money spent on it has been multiplied. Sales promotion can be pursued in many ways, and here is an example in Figure 4 below: (Aitio et al. 2009.)

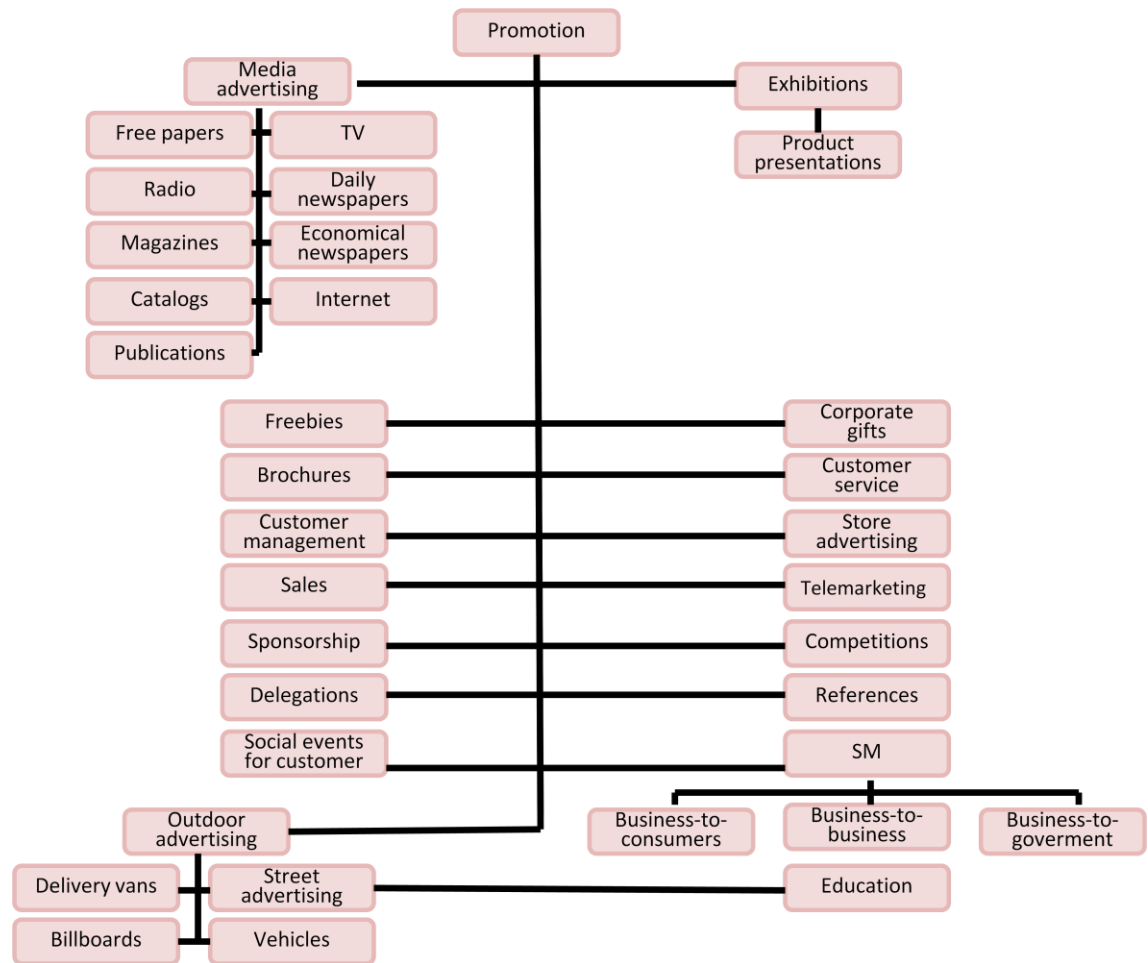


Figure 4 Sales promotion in Russia (Aitio et al. 2009.)

2.5.4 Public relations

Relationships in Russian business culture are often maintained by regular contacts, e.g. messages and congratulation cards. Sustaining public relations extends to leisure time, for example in fishing and cruises. In Russia the customer relationship term between companies is wider than in Finland. When the friendship and trust is good enough, the parties might turn to each other also in other matters. (Jussila-Salmi & Grekelä 2004.)

Different delegations in Russia are part of the public relations. Different Finnish ministries and other powerful parties arrange these meetings between companies and other authorities. In these events they create different kind of relationships, which are extremely important in Russia. (Aitio et al. 2009.)

2.6 Most common ways to advertise in Russia

There are lots of different options in Russia for media advertising, for example from special magazines to local magazines and from nationwide to international TV and radio channels. Dozens of business and financial magazines are published in Russia as well. Paid articles made by specialists are an excellent way to advertise. (Aitio et al.135)

TV has a big impact in Russian consumers' life. In Russia people watch TV about 36% more than in Finland. TV is the most popular media in Russia and it is very popular entertainment. On average, every household in Russia has one TV, which people watch together. That also explains why people in different age groups watch TV and have such similar watching habits. For example, children's third most popular TV program was news. TV advertising in Russia is for big advertisers, smaller budget advertisers seek visibility from printed alternatives. Radio is also an effective way to advertise in Russia and it is cheaper, so it is suitable for those advertisers who cannot afford TV advertising. On average Russian people listen to radio over 2 hours in a day. (Aitio et al. 2009.)

Internet advertising has been growing a lot in recent years in Russia. In 2008 there were about 41 million Internet users. In 2010 there were 50,6 million Internet users in Russia and in 2011 the prediction is 54,9 million users. Russian people are the heaviest social networkers worldwide in terms of time spent per user. Russian people are keen users of social media, such as V Kontakte.ru and Odnoklassniki. Facebook is less popular in Russia. (ETC New Media Trend Watch 2010.)

Russian Internet advertisements basically differ from Finnish advertisement in a visual way. Russian Internet pages often have a lot of material and ads, for example pop-ups and banners. Some Russian consumers also like blogs. Advertising can happen in a traditional way in blogs, by adding a banner or pop-up as an advertisement, or alternatively through blog sponsorship. Sponsorship

means that the owner of the blog writes something in the blog about the product or a service in a positive way and is compensated for it by the sponsor. Well-known bloggers' pages might be visited by more than 10 000 readers in a month. Some advertisement agencies have specialized in blog advertising. Media advertising also includes electronic and printed catalogs. (Aitio et al. 2009.)

Direct marketing is very challenging in Russia, which is why it happens in a smaller scale than in Finland. The main reasons for it are a lack of knowledge of consumers' spending habits, difficulties in obtaining the home addresses of private people, and an irregular postal service. One of the most popular ways of direct advertising is giving out leaflets in subways (Aitio et al. 2009.)

Below-the-line-advertising (BTL) includes for example sponsorship. Sponsorship is quite a popular way of advertising in Russia. It is quite a common way to finance for example seminars, conferences, sporting and cultural events. Corporate gifts are widely used as well and more common than in Finland. Outdoor advertising in Russia is mostly used for consumer goods, which are offered for the big public. The price of outdoor advertising is very high, which is why companies have to make a lot of profit first to be able to use it. Outdoor advertising is quite common in big cities, such as Moscow or St. Petersburg and it is used in the underground. To boost advertising campaigns, some campaigns in Russia might use freebies. They can be any products, which are interesting, useful or "in" at that moment. Brochures and business cards are important, and their quality tells about the company. In-store advertising has developed because of Western supermarkets and department stores. In-store advertising can include brochures, videos, stands, product samples and introductions of new products. Empirical research is also possible while the introduction of a new product happens in the store. Below-the-line advertising activities are increasing in Russia. As mentioned earlier in the chapter "Advertising", Russian people are not that loyal to brands. They like trying different products and therefore by using BTL advertising companies can offer customers a chance to test products. Product presenters in the stores can

provide information about the products and Russian customers find them a very important information source. (Aitio et al. 2009.)

3 CUSTOMER RELATIONSHIP MARKETING

Customer relationship marketing draws a big picture about how the company creates, maintains and improves customer relationships. The main idea of customer relationship marketing is to create value to the customers, to make relationships profitable and to make the company and the customers happy. (Bergström et al. 2009.)

The starting point of customer relationship marketing is long lasting, personal and confidential customer relationships. They will be more profitable to the company in the long term than just casual customers. The customer also benefits from being part of customer relationship management by getting financial benefits, personalized products and faster purchase and service processes. (Seppänen 2010.)

3.1 Goals of customer relationship marketing

The goals of customer relationship marketing are to find new customers and to improve and build profitable long lasting customer relationships. (Haapakorva et al. 2000).

In customer relationship marketing (CRM) the company is trying to pursue one-to-one marketing. It means fitting together what the company is trying to offer with customer relationship marketing and then focusing those efforts on different segments and even individual customers. Well-managed customer relationships keep the customer thinking about the company and its products also between purchases. CRM is private in its nature, leaving competitors outside the relationship: Competitors cannot get information about the company's offers to its customers, e.g. by using the traditional media (newspapers and TV). It has also been noted that in long term customer relationships, the customer's attention moves from prices to quality and service. Regular customers might be ready to pay even more than one-off customers. Happy customers also recommend the company and its products to other

people, therefore they do free marketing for the company. (Bergström et al. 2009.)

3.2 Phases of customer relationship and development

Managing customer relationships are based on information about current customers and potential customers of the company. The company has to identify groups from all customers, in order to customize customer relationship marketing for them. Below is a list of different customer groups (Haapakorva et al. 2000):

1. Suspect customer: Potential customer. The company does not have much information on suspect customers.
2. Prospect customer: The company might already have some information on a prospect customer, such as contact information and information about their buying potential.
3. Customer: Can be a casual buyer or a future regular customer.
4. Regular customer: Can be divided into different groups. Regular users of the company's products.
5. Key account: Regular, profitable customers and therefore the most important ones to the company.
6. Ambassador: Customers, who recommend the company to other people, but may not be significant customers themselves.

3.3 Main phases of customer relationship marketing

The main phases of customer relationship marketing according to Haapakorva (2000) are listed below:

1. Set goals for every customer relationship
2. Create customer data base
3. Motivate the staff to customer oriented thinking
4. Customize a personal marketing program to the customer
5. Design a simple feedback system
6. Activate the customers and remind customers regularly

With the six main phases above the company tries to pursue a better customer marketing. First, the company has to set goals for every customer relationship by finding out potential customers, analyzing present ones and setting criteria for the classification of customers. The next step is to create a customer database and motivate the staff to customer oriented thinking. Customizing a personal marketing program is based on the goals, which were previously created. It is also important to create a well functioning feedback system to collect feedback properly as well. Last, but not least, is the activation and reminding of the customer for example with special customer events. (Seppänen 2010.)

3.4 Loyal customer marketing

How to increase customer loyalty

According to Customer index 2009 the customer experience matters a lot. Customer loyalty is formed most likely from customer's own personal experience on the company. A good customer loyalty program increases loyalty. Many companies have good customer loyalty programs and their purpose is to bind the customers to the company. Examples of successful customer loyalty programs are from S-group and Hobbyhall. There are also

many ineffective customer loyalty programs. For example the scope of the customer loyalty program is not always enough. If the customers feel that the program is useful for them, they will also follow the customer programs planned for them. Price is not a remarkable factor in loyalty. An affordable price increases customer loyalty, but it is not as significant as for example interesting communication. (Nickels & Ylikoski 2009.)

A satisfied customer recommends the company and the products to their friends and family and brings in new customers this way. The impact of recommendations from a customer to another has not been given enough attention in Finnish companies. The companies might be afraid that the customers would stop buying if they were asked to recommend the product to other people. The customers can be encouraged to recommend products by rewarding customers if they succeed in bringing new customers with them. (Bergström et al. 2009.)

The customer loyalty benefits, which are offered only to good customers, must be suitable to the product, which is marketed and also suitable to the customer. Good benefits are also interesting and appreciated by the customer, suitable for the company's image and hard to trace. The benefits offered can be the company's own products or other companies' products. For example, OP-Pohjola Group offers their member customers bonuses based on the total amount of deposits and loans. The bonus can be used to pay service fees or converted to money. The customer loyalty benefits should commit the customer so well that it would be hard to give up on them. The benefits should be varied often, so that the customers do not get bored. (Bergström et al. 2009.)

An example of financial benefits is refunds from all purchases which the customers make in a year. Or double bonuses from purchases which happen during a certain period of time is another example. Special offers only for regular customers or offers on certain products are a good way to make regular customers feel special. (Bergström et al. 2009.)

Here are a few examples of communication methods to regular customers (Bergström et al. 2009):

- Magazine for regular customers, which shows all the new products, tells about the benefits, about the company's partners and entertains customers with nice stories.
- Fact sheet for regular customers, tells about bonuses, how to use benefits and does marketing about new services or own products.
- Fact sheet about financial benefits, which would be sent to the customer in a closed envelope.
- Text message to mobile phones for short briefing.
- E-mail to the customers who have given their permission for it.
- Customers' own chatting forum, or a blog in the company's webpage or a social media site.

4 CASE RESEARCH REIMA

Reima was founded in year 1944 in Kankaanpää, Finland. It is nowadays the leading children's clothing manufacturer in the Nordic countries. Reima has also other brands in children's clothing, besides the brand Reima. Other brands are Tutta, Lassie and Progress. Reima is a forerunner in the field of wearable technology and electro-textiles. They have a research institute called Clothing Plus Oy in their premises in Kankaanpää. (Reima 2010.)

4.1 Interview as a basis for the research

The marketing and customer survey has been partly based on the interview held 21st of September 2010 of store manager Outi Tirkkonen. The interview gave information on what kind of research would benefit Reima the most and what results they would like to find out with this research. The interview revealed that tax-free sales has been about 50-70% of all sales in the Reima shop at Lappeenranta in the summer time 2010. A typical tax-free percentage was about 50% of the total tax-free sales in average and sometimes tax-free sales have grown even more than 70% of the total sales. The main part of the tax-free shoppers in Reima are Russian customers. Only 2 or 3 customers in a month come to do tax-free shopping from other countries. When enquired how much information or statistics Reima collects about Russian customers, the interviewee told that in Lappeenranta they do not collect information, but the main office at Kankaanpää collects information about tax-free sales. Tax-free sales statistics show only the customers who buy something, they leave out the customers who only for example come to see what is in the store. The main target group for Reima is the families. Most of the customers are women, who come to shop clothes for their children.

When asked if Reima does any marketing in a different way for Russian customers, the answer was no, but for example in publications in Russian, like in Shopping & Travel Guide, Venäjän Kauppatie or Eu-Gate they advertise Reima as a shop in Lappeenranta. Reima does not mention special offers as

they do in Finnish newspapers for Finnish customers, because they need more "stimulation" than Russian customers. Russian customers need just the information where the store is located and they will come for shopping.

Reima does not categorize Russian customers in different target groups e.g. based on their income or other factors in advertising. When asked if Reima advertised in a different way for Russian tourists in Finland compared to people in Russia, Mrs Tirkkonen answered that in Finnish newspapers advertisements are only in Finnish, but she did not know how advertising works in Russia at local Reimas'. Reima advertises in Finnish at the moment only in newspapers, e.g. Etelä-Saimaa, Lappeenrannan Sanomat and once they have had an advertisement in Vartti-magazine. Reima advertises also in publications mentioned previously in the Russian language, but they do not have offers in those advertisements. Reima has also web pages in Finnish and in Russian, but Reima does not show offers there. Customers can see for example different Reima's models on its webpages.

The Reima shop in Lappeenranta is the only so called brand-shop in Finland at the moment and it has been open about for a year now. It sells only first-class products, which are of the best quality. Because Reima has only one brand-shop they have not yet developed their marketing for Russian customers. Other shops are so called factory shops, which sell both second-quality products and first-quality class products. They also sell products from Finlaysson.

When asked how often they advertise for example in newspapers, Mrs Tirkkonen replied that the advertising happens in different seasons. For example in the fall they might have advertisements every 3-4 weeks in newspapers, but in the summer it happens less often, because Reima sells mostly outdoor clothes, like overalls, which are fall-winter products.

Based on the interview, Reima has not advertised to Russian customers before the brand-store was opened in Lappeenranta, because there have not been that many Russian customers in the factory shop in Kankaanpää or in Parkano. Reima has not got too much information on where and how to advertise to

Russian customers, but they have received some ideas of the places where to advertise from people who work in Russian publications. They have come to offer Reima their publications, which are in Russian language.

Reima has a feedback form on their web-page, but they have not got so much feedback from Russian customers via that. Mrs Tirkkonen hoped that they will get more information about Russian customers through this research.

The Reima store had two Russian speaking sales assistants working there in the summer time, but in other times only one person. Mrs Tirkkonen has been thinking to hire one more Russian speaking sales person to Lappeenranta, because they have noticed the need for it. When asking how Russian customers react to the customer service in English, Mrs Tirkkonen told that Russian customers prefer the Russian language and they always try to talk in Russian and then change the language to some other, if they do not get understood. Some Russian customers do not want service in English. In those cases they have tried to find products by themselves. Mrs Tirkkonen thinks they have managed several situations well by using only gestures, if there has not been a Russian speaking sales assistant present. They have noticed the importance of the Russian language, but in practice it is impossible to have only Russian speaking customer service people, because the shop is in Finland. They have not noticed anyone leaving from the store if there was not Russian language service available at the time, although it is such an important factor.

The exclusive membership system is still quite a new thing at Reima and it is still under development. Customers can join the membership by filling the form with their contact information and giving their e-mail. Through e-mail the customers can get information or special offers, but at the moment this service is only in Finnish. Therefore it does not serve Russian customers so well. In the interview Mrs Tirkkonen brought up an example about a rival company, which uses text messages in advertising to their regular customers. Mrs Tirkkonen also commented that Reima is unlikely to advertise in the same way, because the Reima store in Lappeenranta is the only brand-store in Finland at the moment. Reima is considering to improve their regular customer system with a membership card, but at this point the regular customer system is only for

Finnish customers. At the moment Reima does not have a person working for them, who could translate all the advertisements to the Russian language, because it would demand more resources from Reima. Reima has not really yet considered if the regular customer system should also be for Russian tourists. Mrs Tirkkonen thinks that Russian customers are not that keen on discounts and customer memberships, because they come shopping to Reima anyway, without any discounts. In her opinion, the Russian tourists would value it, but it would not increase sales in Reima.

When asked what appeals to Russian tourists in Reima and why they want to come shopping in Reima Lappeenranta. One reason was quality. Russian tourists value the quality very highly, but the main reason is the Finnish product. Reima's products are manufactured in China, but the planning and testing of products are performed in Finland. That is why the Finnish Reima brand makes an impact.

Mrs Tirkkonen hoped that as an outcome of the research they had more information on where to advertise in newspapers, how important the customer service in Russian was and how Reimas advertising reached as many people as possible.

When asked what the main goal for advertising was, Mrs Tirkkonen told that it was to increase sales. Getting more new customers is also important, but increasing sales are the main target.

4.2 Survey

At first the survey form was done in English and then translated to Russian language with the help from a Russian student. The marketing and customer survey was carried out at the premises of the Reima shop Lappeenranta on 5 different days in October: Saturday 2.10., Monday 4.10., Tuesday 5.10., Thursday 7.10., and Saturday 9.10.2010.

The survey was conducted inside the Reima store premises to find real Reima customers and exclude the random people, who are moving inside the Family Center mall. The marketing and customer survey was carried out in day time, so there would be enough customers to reach. The goal was to get 100 customers to answer the questionnaire, so that the results would be reliable.

Attracting the customers was quite easy because of the great prizes that Reima offered for lottery winners. After the customers had participated in the survey they could take part in a lottery of great prizes. The main prize was overalls or an outdoor outfit, which the winner could choose after the lottery was performed. The second prize was a hat and gloves of the Reima's own brand.

When the customers were leaving or coming to the shop, the researcher went to ask if they could participate in the survey. Most customers did their shopping at Reima first and then they were keen on filling the questionnaire.

The marketing and customer survey was only meant for Russian tourists, leaving the permanent Russian residents of Lappeenranta out of this research. This information was told in the questionnaire form and it worked well by giving permanent residents the information before they even tried to fill the form.

The marketing and customer survey had nine background questions, and the main idea was to clarify what kind of people do shopping in the Reima's store in Lappeenranta. The background information indicated the average age of the people, the level of income, their profession, the amount of money they spend at each time they come to Lappeenranta, the city they come from, how they travel here, how many times they have been here before or if this is their first time in Lappeenranta. After the background information there were questions related to marketing and customer service.

Marketing and customer survey results were analysed with Microsoft Excel. Each form was counted and marked on the Excel table forming survey results for each separate day. The results were transferred to charts and tables in order to get the results more easy to interpret. Afterwards the results were written down to a separate results report and send to Reima.

4.3 Survey results

The marketing and customer survey was successful in reaching 102 customers. The daytime was good for meeting Russian customers, because most tourists start shopping early in the morning and also in the daytime.

The survey begun with the background questions. First question was the gender of the customer, the results which are presented in the chart below:

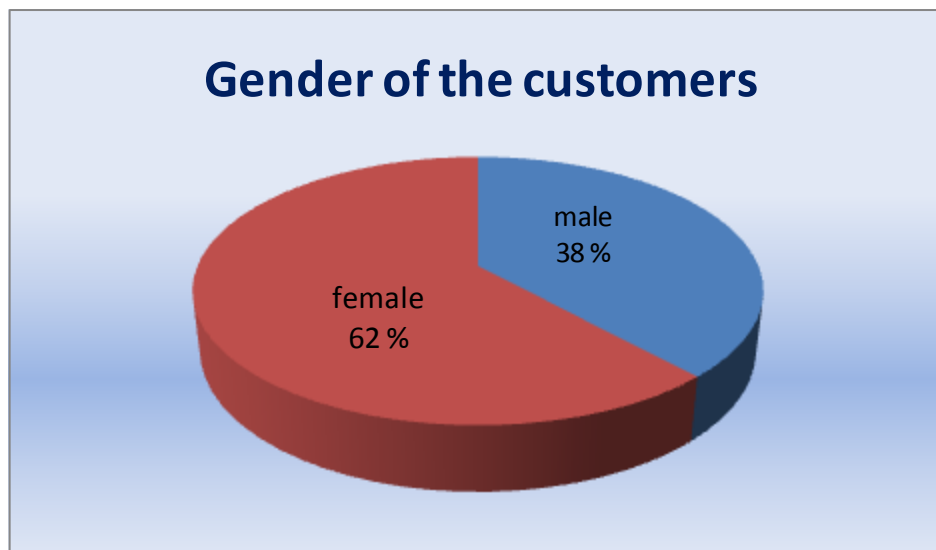


Chart 3 Gender of the customers

Based on this survey, most of the Reima's customers are women. During the survey the author noticed that Russian customers mostly shopped with their partners or with the whole family, so it was kind of a coincidence that most of the respondents in this survey were women. There was 102 customers answering to the customer and marketing survey and 63 of them were women and 39 were men. In percents the share was 62% and 38%. That percentage might be caused by a presumption that mothers usually choose what clothes to buy for children.

The customers' age distribution was confirmed with a background question, and below is the chart of the results:

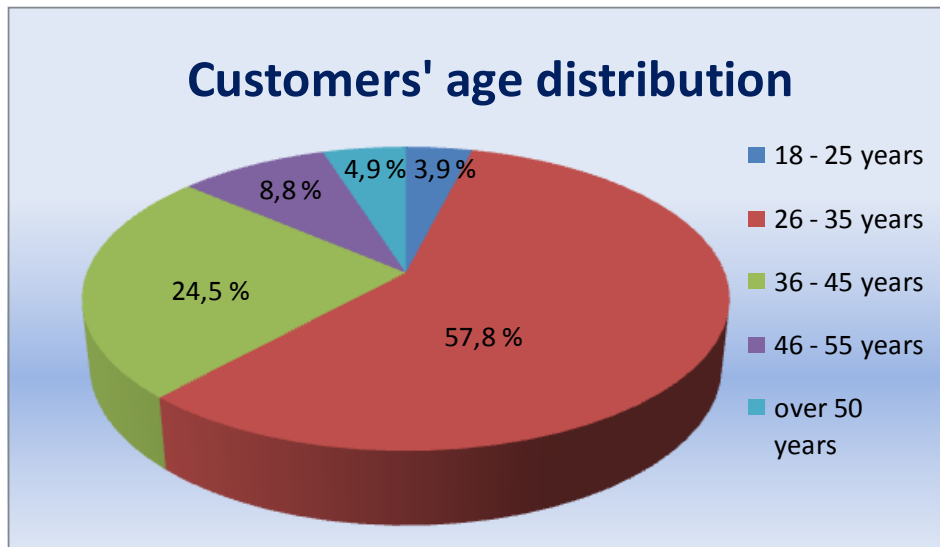


Chart 4 Customers age distribution

The survey shows that most of Reima's customers, 57.8%, are in the age group between 26 - 35 years, which was quite predictable, because it is Reima's target group and many couples have children at that age. The next biggest group was 36 - 45 years old people with the percentage of 24.5%.

The customers' profession is shown in the following pie chart:

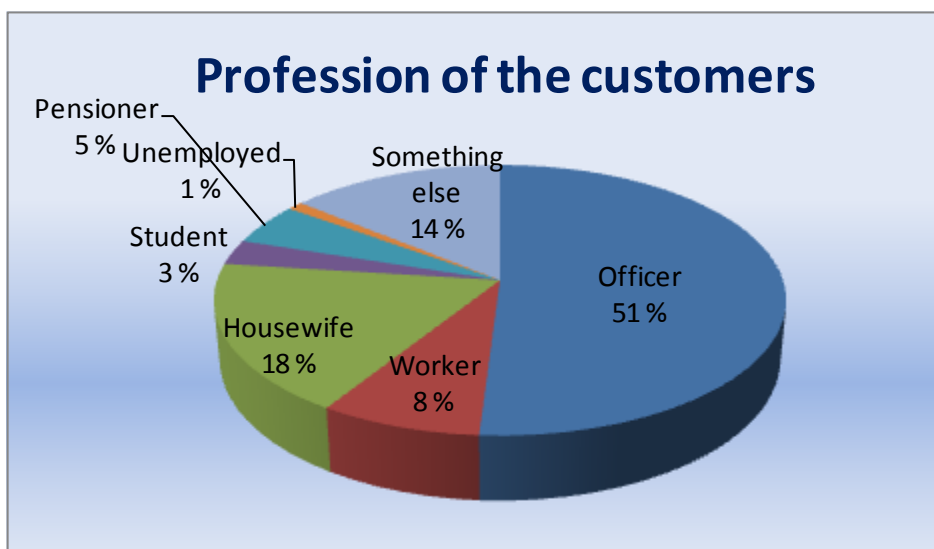


Chart 5 Profession of the customers

The survey shows that most of Reima's customers, exactly 51% of the respondents are officers. The next biggest profession group is housewives with 18%. The third biggest group is the group "something else", where people could categorize themselves, if there wasn't any suitable option for them. Here are some titles, the customers used:

- Designer
- Engineer
- Architect
- Doctor
- Top manager
- Business man
- Director
- Banker
- Employer
- Psychologist

Two respondents marked the option "something else", but did not mention their profession. As can be seen in the results, most of the customers are quite well educated. Another big group was housewives, with 18%.

Customers' level of gross income is showed in the chart below:

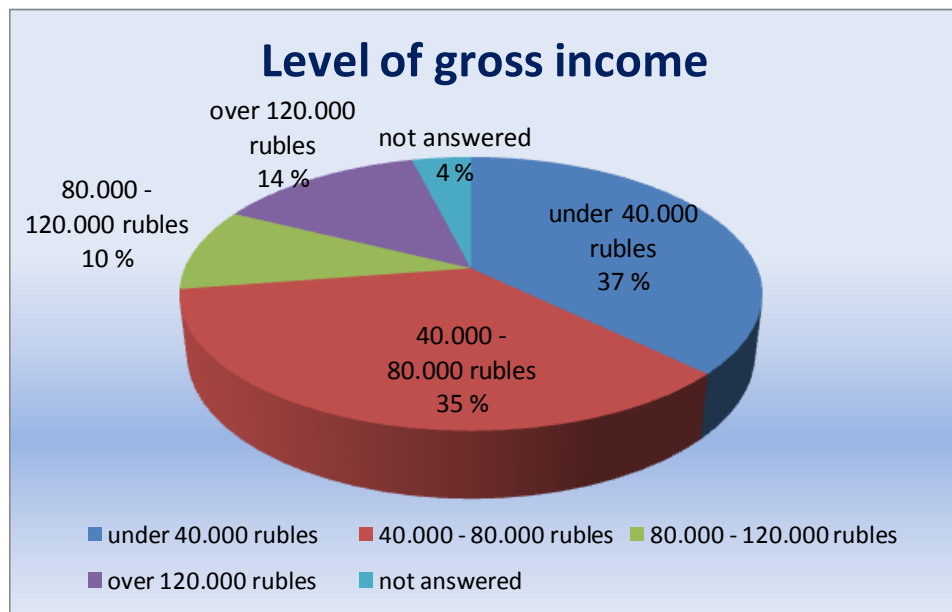


Chart 6 Level of gross income in a month

One of the background questions was about the level of the customers' gross income in a month. The options in this question were: under 40.000 rubles, 40.000 - 80.000 rubles, 80.000 - 120.000 rubles or over 120.000 rubles. The survey shows that most Reima's customers, 37%, were part of the first group with the gross income of under 40 000 ruble in a month, which is about 920 euros. 35% of the customers had gross income between 40.000 - 80.000 rubles in a month, which is about 920 - 1840 euros. 10% of the customers had income of 80.000 - 120.000 rubles, which is about 1840 - 2760 euros and 14% of the participants had the gross income of over 120 000 rubles in a month, which is about 2760 euros. 4% of the customers who participated in this questionnaire left this question unanswered. The main reason for not answering might have been that they considered the question too personal. Most Reima's customers had the gross income under 920 euros in a month, which is low comparing to the Finnish income scale.

The chart below shows the home towns of the customers in Russia:

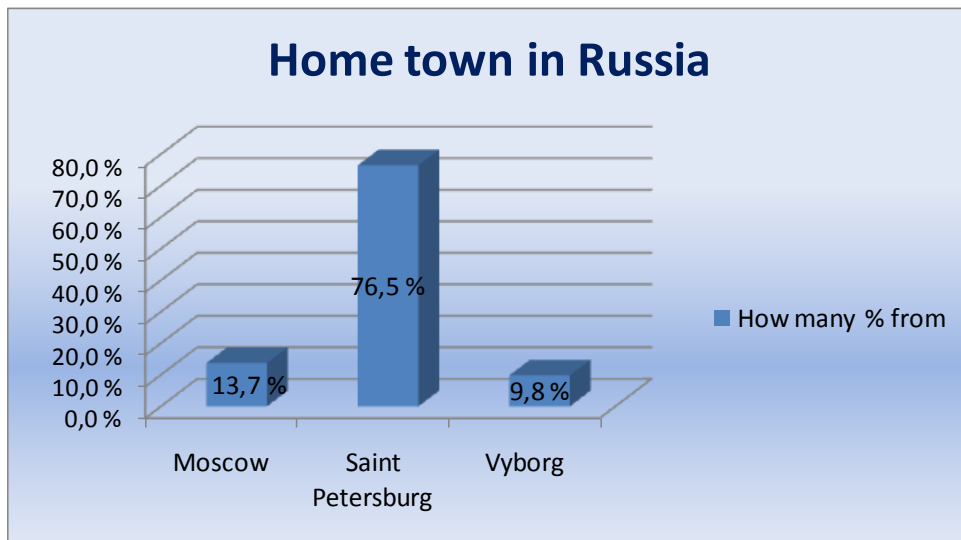


Chart 7 Home town in Russia

All customers were from the cities mentioned in chart 7. Most of the participants, 76.5% of the people, came from Saint Petersburg, 13.7% from Moscow and 9.8% of from Vyborg. Based on this, most of the advertising should be focused on the Saint Petersburg area, if it was focused on Russia at all.

Customers were asked how much money they spent each time they visit Lappeenranta and the survey shows that about 40% of the participants spent 201 - 400 euros each time.

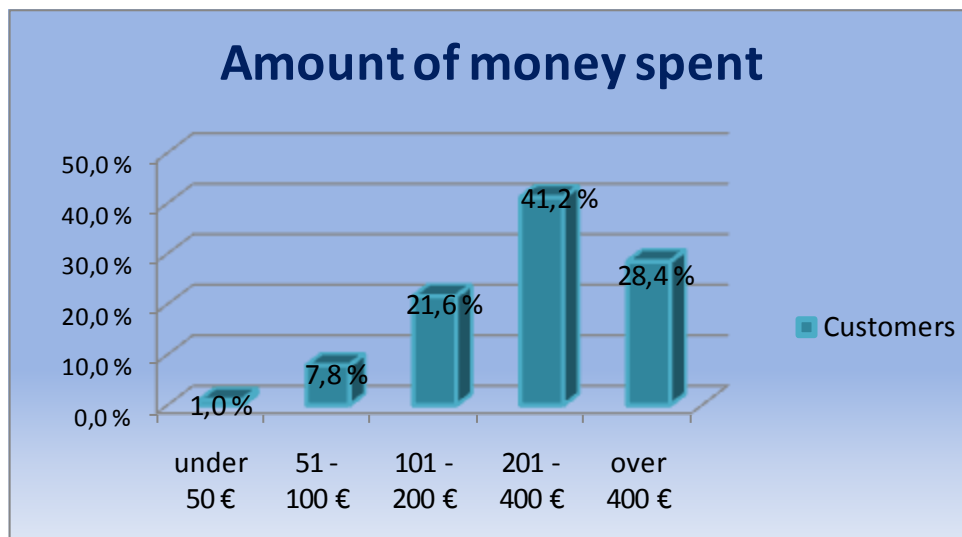


Chart 8 Amount of money spent in shopping in Lappeenranta

28.4% of the customers spent over 400 euros while shopping. The next biggest group was the shoppers who spent 101 - 200 euros. Only 1.0% of the customers replied that they used under 50 euros for shopping each time in Lappeenranta.

When Reima's customers were asked if they had been visiting Lappeenranta before, the most common answer with 58.8% was that they visit Lappeenranta once a month or more often.

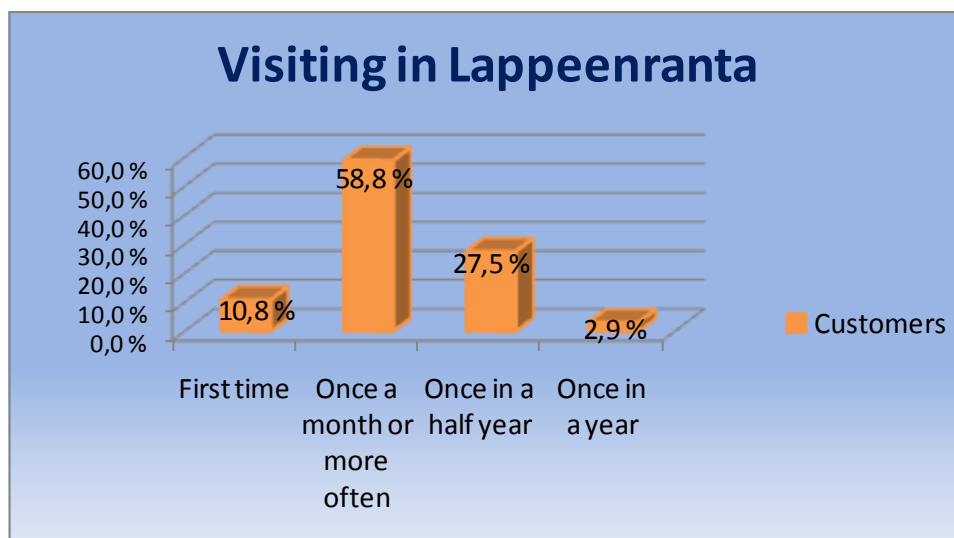


Chart 9 How often the customers visit Lappeenranta

27.5% of the participants in the survey visit Lappeenranta once in a half year. Thus more than half of them visit Lappeenranta quite often, you almost could say regularly.

Most of the customers, 97.1%, travel to Lappeenranta by car. 2.9% of the respondents travel by bus according to the survey. Four of the respondents marked two options, by car and also by bus. Other possible travel options in this survey were by train and by airplane, but no one determined those options. Because almost all customers came by car, advertising along Finnish highways might be a good option.

According to chart 10, most of the customers have been shopping in Reima before.

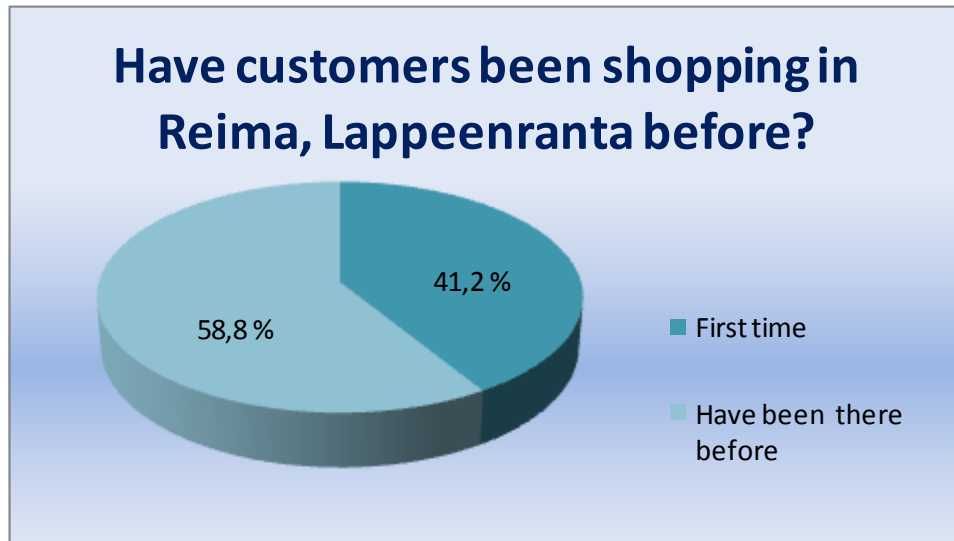


Chart 10 Have the customers been shopping in Reima, Lappeenranta, before

When the customers were asked if they had been shopping at Reima in Lappeenranta before, 58.8% of them answered “yes” and for 41.2% it was their first time. So for most of the customers Reima is a familiar place to go shopping and they have liked it because they came back for more shopping.

In the tenth question the respondents were asked what factors made them select Reima instead of bigger supermarkets:

Table 1 Reasons for selecting Reima

Did not answer to this row		Not important	Little important	Important	Very important
13,5 %	1. Location	15,6 %	18,8 %	46,9 %	5,2 %
10,4 %	2. Extensive product range	0,0 %	5,2 %	49,0 %	35,4 %
6,3 %	3. Quality of the products	1,0 %	5,2 %	34,4 %	53,1 %
13,5 %	4. Good price-quality range	3,1 %	9,4 %	40,6 %	33,3 %
18,8 %	5. Availability of service	5,2 %	34,4 %	32,3 %	9,4 %
16,7 %	6. The coziness of the shop	5,2 %	17,7 %	47,9 %	12,5 %
10,4 %	7. The brand (image)	6,3 %	9,4 %	44,8 %	29,2 %
99,0 %	8. Something else, what?	0,0 %	0,0 %	0,0 %	1,0 %

Only 5.9% of the customers did not answer to this question at all, so 6 customers have been left out from the results of this table. On the left side of Table 1 you can see the percentage of customers, who left some parts unanswered.

In Chart 11 you can see the first seven parts from Table 1:

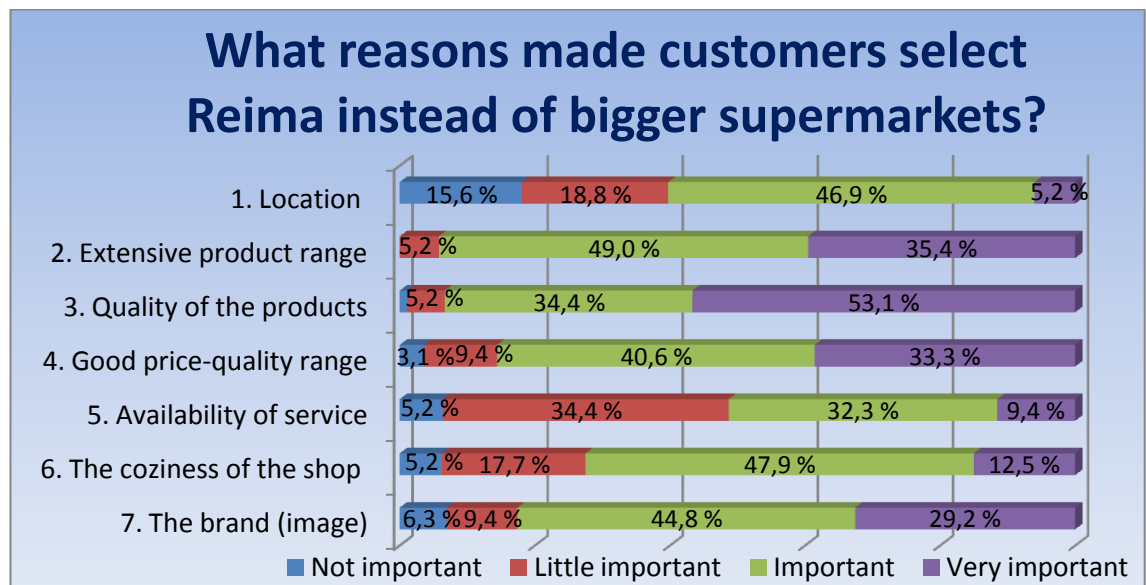


Chart 11 What reasons made customers select Reima instead of bigger supermarkets

46.9% of the customers felt that the location was important. The Reima store in Lappeenranta is located in the Family Center shopping mall, which is quite new in Lappeenranta, so it has this excitement of newness. There are also other good companies in the mall, e.g. places to eat, children's playground Hoplop and other shops for families. The most significant factor might be highway 6, which is located just next to the shopping mall, so it is easy to access Reima from there.

From the point of view of all participants the extensive product range was an important factor, because 49% considered it as important and 35.4% as a very important factor. So based on the survey the customers are happy with Reima's product range. In the last part of the questionnaire customers had an open space to write about their own ideas on how Reima could improve their

customer service or marketing. Five people wrote that Reima should extend their product range, but no one wrote how or in what way Reima should do it.

The quality of the products was also really important for the customers, 34.4% of the customers felt that it was important and 53.1% saw it was very important. The fourth part was a good price-quality range, which 33.3% of the customers considered very important, 40.6% important and 9.4% little important.

You might think that when customers come to a specialized shop like Reima, they would feel that the availability of service was a very important factor for them. This survey shows something different. Only 9.4% of the participants felt that the availability of service was very important and only 32.3% felt that it was an important factor. The rest, 34.4% regarded it as little important and 5.2% of them regarded not important.

When asked if the coziness of the shop mattered, 47.9% of the customers considered it important. So based on this, most of the customers feel Reima is a cozy shop, because they have come to the Reima shop instead of bigger super markets.

The brand image could be assumed to be important for Russian customers, because they come all the way from Russia to buy Reima's products. 29.2% of the customers felt it very important and 44.8% felt it important.

Part 8 was if something else affected the customers' decision to go to Reima instead of bigger supermarkets. In that part there was only one respondent, who commented "To come and have a look" and considered that very important. So probably the customer felt that it was very important just to have a chance to go, for example, inside the Reima store, to have a fast peek to see what the store has to offer.

In question 11 it was enquired if customers have seen any information or advertising about Reima. In Chart 12 the results are presented:

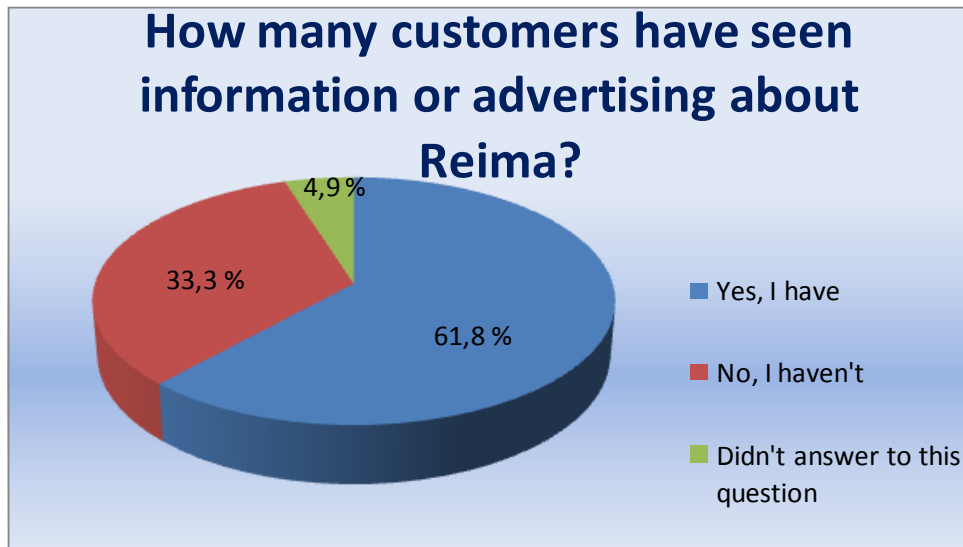


Chart 12 How many customers have seen information or advertising about Reima

61.8% of the respondents answered that they had seen advertising or information. 33.3% answered no and only 4.9% did not answer to this question at all. So most of the customers have seen some information or advertising before.

The next question was about where the customers have seen the advertising if they replied "yes" to the previous question. The participants could pick several options, so that is why this part is not showed on percents.

Chart 13 is shown below:

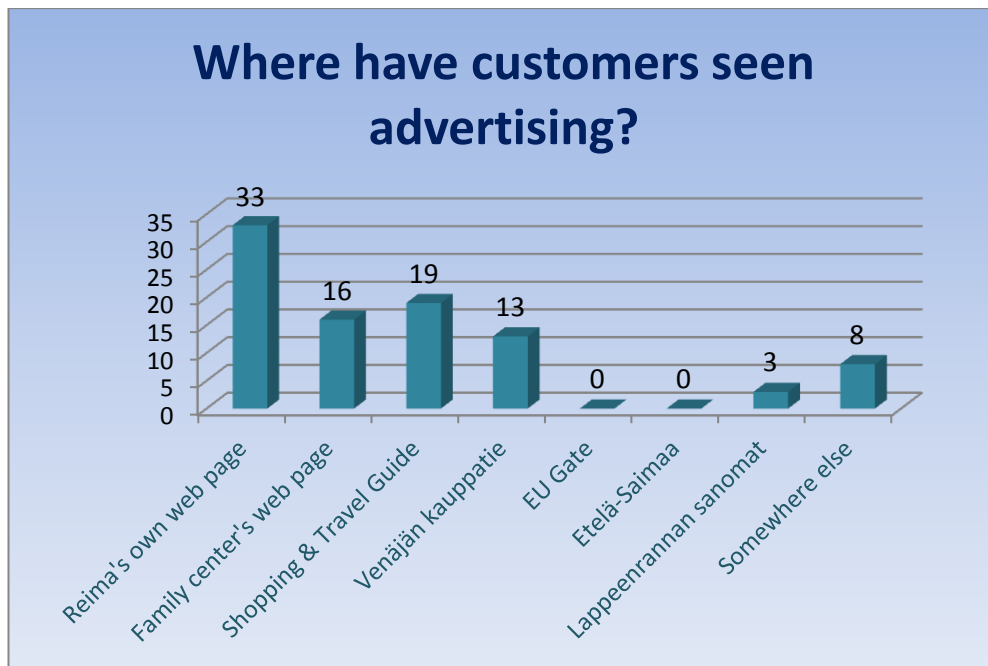


Chart 13 Where have customers seen advertising about Reima

Most customers had seen Reima's advertising or information on Reima's own web page. 33 people chose this option. The next best was Shopping and Travel guide, which had been read by 19 of these customers. Family center's web page had also given some information to these customers, because 16 people chose that option. Venäjän kauppatie was also in top four magazines. In the "Somewhere else" option, where customers could add their own comments, 6 answers indicated that friends had recommended Reima to them. Other sources of information were as follows: one customer was driving nearby and saw the Reima store, and one customer saw someone wearing Reima's children's clothing.

In question 12 customers were asked how important the following marketing methods are for them. The results are shown in Table 2 below:

Table 2 How important different marketing ways are for the customers

Didn't answer to this row	Marketing channels	Not important	Little important	Important	Very important
30,7 %	Finnish TV channels	57,4 %	10,9 %	0,0 %	1,0 %
20,8 %	Russian TV channels	25,7 %	13,9 %	34,7 %	5,0 %
28,7 %	Newspapers in Lappeenranta	46,5 %	9,9 %	12,9 %	2,0 %
26,7 %	Newspapers in Russia	31,7 %	13,9 %	21,8 %	5,9 %
23,8 %	Promotion near the Russian border	25,7 %	16,8 %	27,7 %	5,9 %
19,8 %	Promotion alongside the Finnish highways	15,8 %	16,8 %	33,7 %	13,9 %
28,7 %	Fliers in the hotel	25,7 %	23,8 %	15,8 %	5,9 %
32,7 %	Commercials in hotel rooms TV	29,7 %	22,8 %	10,9 %	4,0 %
20,8 %	Tourist maps of Lappeenranta	13,9 %	15,8 %	37,6 %	11,9 %
23,8 %	Traveling guides of Lappeenranta	12,9 %	14,9 %	33,7 %	14,9 %
16,8 %	Advertising in the Internet	12,9 %	13,9 %	37,6 %	18,8 %
31,7 %	E-mail advertising	19,8 %	19,8 %	23,8 %	5,0 %
28,7 %	Social media (for example Facebook)	29,7 %	19,8 %	11,9 %	9,9 %
21,8 %	Companies' web pages	11,9 %	13,9 %	31,7 %	20,8 %
16,8 %	Recommendations from friends/people	5,0 %	3,0 %	36,6 %	38,6 %

On the left side of the chart you can see percentage of the customers, who left certain parts of this question unanswered. When looking at these results you have to keep in mind the percentage of non-respondents.

Below in Chart 14 are some highlights of this question's results and the same results are shown in it, but in a different form.

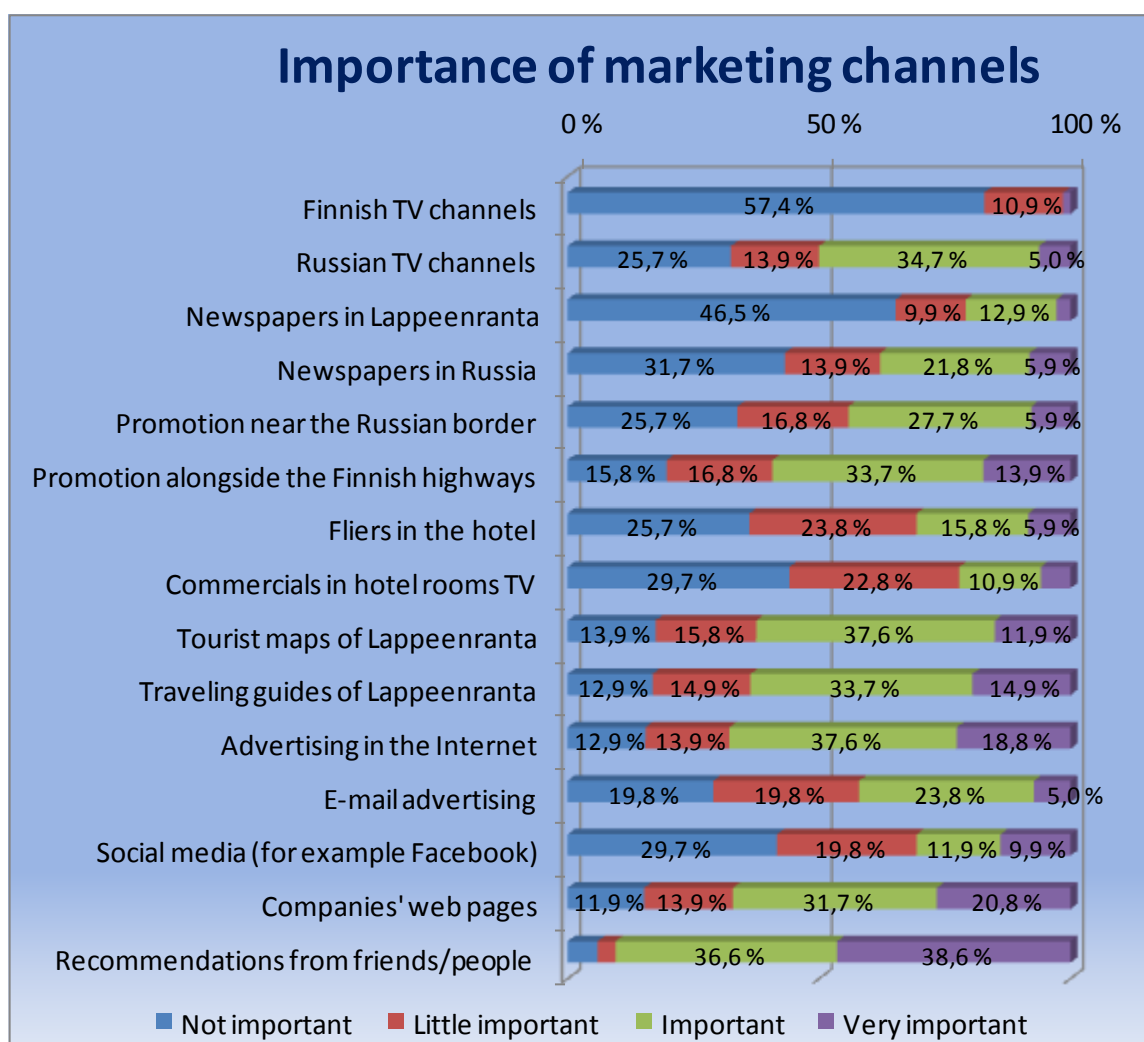


Chart 14 How important these marketing ways are for the customers

In Chart 14 the percentage parts which are under 5% are not shown. The percentages under 5% you can see from Table 2.

The survey showed that customers were not really interested in marketing on Finnish TV channels, because 57.4% of them answered "not important". The answering percentage was not very good on this part either, because 30.7% left this part unanswered. On the other hand, 34.7% of customers felt that Russian TV channels were important, so advertising in Russian TV channels might be useful.

46.5% of the customers felt that newspapers in Lappeenranta were not important, but newspapers in Russia were more important, with 21.8%

considering them important, 13.9% little important and 31.7% not important. Based on this, the advertising might be more useful in Russian newspapers than in Finnish ones.

Promotion near the Russian border was regarded as important by 27.7%, but also almost the same number of people felt it was not important. Promotion alongside Finnish highways got the best results until now, with 33.7% considered it important and 13.9% very important. So in light of these results, advertising near the Russian border might be a good option, if the advertising was in Russian.

Fliers in hotels did not get great results, because 23.8% answered they were "little important" and 25.7% of the respondents regarded them as not important. Most participants felt that commercials in the hotel rooms TV were not important with 29.7% and 22.8% only little important. Tourist maps of Lappeenranta were important to 37.6% and very important to 11.9% of the customers, so with that result the map seems to be a quite popular way when advertising to Russian customers. Traveling guides of Lappeenranta got also good results with 33.7% important and 14.9% with very important answers.

Advertising on the Internet is a modern way to do marketing and more than 56% considered it at least important. E-mail advertising was not that popular, with 28.8 % felt that it was at least important. Social media, like Facebook were not popular with these customers. 29.7% of them considered it not important. That might be, because Facebook might not be very popular in Russia, for example compared to Vkontakte, which is more popular in Russia. Companies' web pages were important to the customers according to this survey, because 31.7% felt that they were important and 20.8% considered them very important. Recommendations from friends or other people got the best positive response, when 38.6% noted they were very important. Also 36.6% of respondents felt that they were important, so this was a truly positive response. Only one person did not answer to the whole question, so the answering percentage was really good.

In question 13 the customers were asked what the magazines that reach them are, and the results are shown in Chart 15 below:

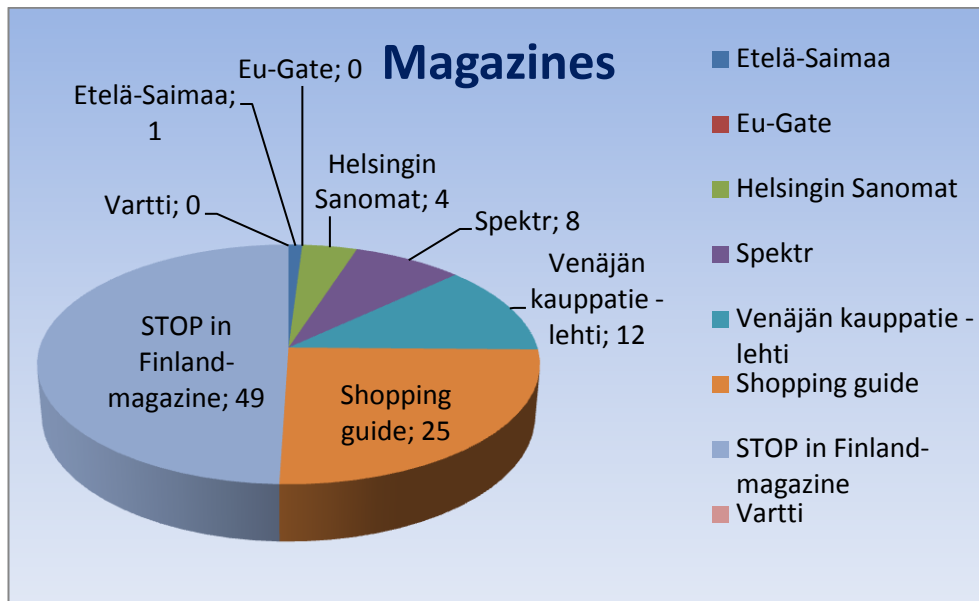


Chart 15 Which of these magazines reach Reima's customers

Customers could reply to this question by picking several answers, therefore % part of this question was impossible to make. The magazine options were Etelä-Saimaa, Eu-Gate, Helsingin Sanomat, Spektr, Venäjän kauppatie, Shopping guide, STOP in Finland magazine and Vartti. The customers also had a chance to write their own option of magazines, but none of the customers wrote any other magazines or newspapers. 37 of the customers did not answer this question at all. The most popular magazine was STOP in Finland magazine, the next popular was Shopping guide and third most widely read was Venäjän kauppatie. Eu-Gate and Vartti did not get any replies. So if Reima was considering advertising in magazines which would be in Russian language and would also be available for tourists at the Russian border, it could use these three most popular magazines.

When asked about the customer service at the Reima shop in Lappeenranta, almost every customer was happy, exactly 96% of them, which means 98 customers.

Results are shown in the Chart below:

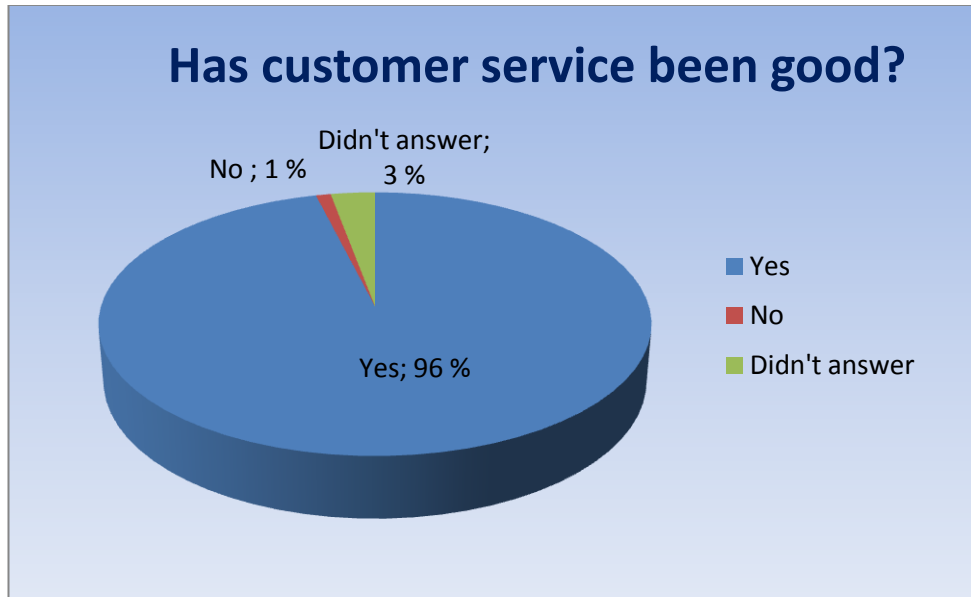


Chart 16 Has customer service been good at the Reima shop in Lappenranta

Almost all customers were happy with Reima's customer service and only 1% were dissatisfied. 3% of the customers left the whole question unanswered, which means only 3 people.

The 15th question was "If the customer service person does not speak Russian language, does it affect the customer service level." The results of the question are shown below:



Chart 17 Russian language in customer service

Almost half of the customers, 48% of them, answered that it affects customer service and the other half, 49%, answered that it does not affect. Only 3% left this question unanswered. Customers were also asked why they replied “yes” and here are some of the unmodified comments of the respondents:

- It affects, if you need something important, but you can't find this particular item.
- It doesn't affect the level, but I would like to have Russian speaking customer service person.
- There is not always opportunity to get the information you need.
- Can explain, to make consultation and give advices.
- I speak English very badly.
- It affects!
- There is not complete understanding.
- You can have professional help.
- We don't speak Finnish.
- They can give you advice!
- The speed of the customer service is getting low.
- A customer, who speaks only Russian, can't get all important information and can't buy the products because of that.
- It's hard to find the specific item and there are complications with the language.
- Sometimes you can't explain what you want.
- It's easier.
- I like when it's in Russian language.
- I don't speak any foreign language.
- Availability and size of the product.

The Russian way of answering to these open type of questions is a little bit different than for example the Finnish more polite way of answering, so that is why some of them have replied in very direct way.

The results show that the biggest problem is if there is not Russian speaking customer service person present, and the customers are not be able to explain what they are really trying to find at the shop or they will be misunderstood. For some customers, the problem was that they do not speak any foreign language, or not even any English. Three customers answered just shortly that it is easier for them. Some customers just feel that it is easier to do business in the Russian language.

In question 16 the customers were asked if they have left the Reima shop, because there was not service available in Russian. The results are shown in Chart 18 below:

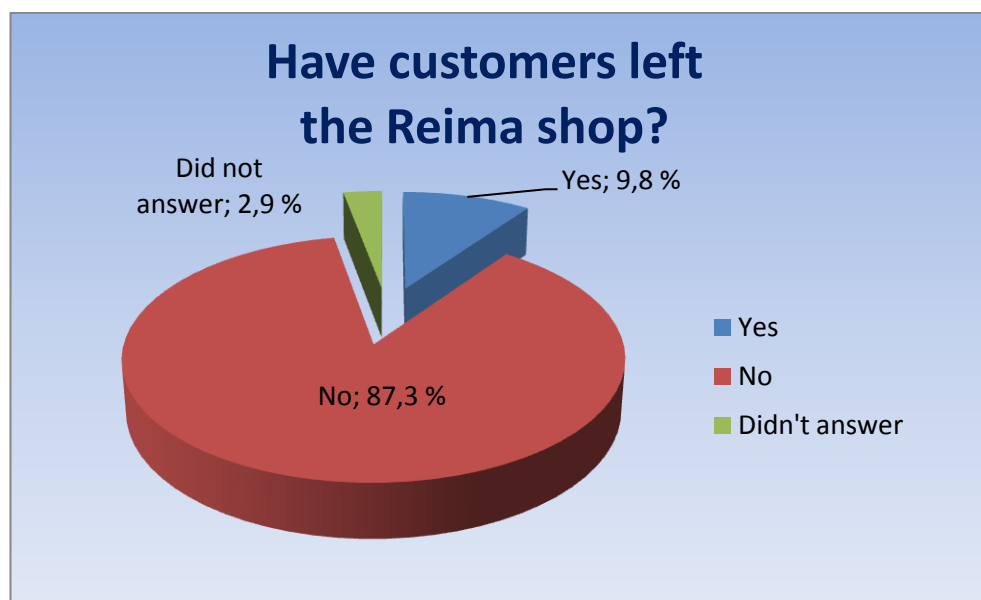


Chart 18 Have customers left the Reima shop

The results were encouraging, because 87.3% of them answered no, so most of the customers did not mind if there was not customer service offered with their own native language at the time. Only 9.8% answered yes, so only 10 people have left the shop because of that.

In the last question the customer had a chance to write about their own ideas regarding how the Reima shop in Lappeenranta could improve their customer service or marketing.

Here are some of the customers' unmodified comments:

- Reima doesn't have small sizes of children's shoes. Other things are ok.
- Extend the product range.
- I like everything. You should keep this level.
- To add underwear and home clothes size 150 cm.
- To add some Russian speaking sales people.
- It's necessary to have one consultant.
- I don't have any complains.
- Everything is good in your marketing.
- I think, that even one Russian speaking sales person can increase the sales in this shop.
- Discount coupons in magazines.
- They don't have all the sizes of the products that you would like to buy.
- Cut the prices.
- In my opinion, the service is of high quality.
- In my point of view, international site, where you can book products before you go to the shop.
- Extend the opening time by 2 hours, because of the time difference.
- Everything is nice. Peace!
- Your company should send catalogs via e-mail to St.Petersburg with special discounts.
- Open the shop at 9 o' clock.
- A few more people who speak Russian!!!
- You should smile and you should have all items that we need.
- Russian speaking sales person, information in Russian language.
- To advertise more often.
- More sales.
- Make product range larger, more sales!!!
- To make product range bigger, new items. Cut prices, make them lower. Make sales last all year.
- More sales and wider sales range.

- Everything is ok, Russian people should learn from the Finnish people!
- Make an invoice.
- Language barrier affects.
- It's necessary to get gps-coordinates how to get to the shopping mall. + additional marketing.
- This shop is more than nice. But only one wish, to make special offers and discounts.
- To extend the product range to make products more available.
- Discount coupons for clothing for 4-12 year-old children (non seasonal wearing).
- To add some season discounts.

5 customers wrote that Reima should extend their product range, but they didn't have any other comments on how it should be done. A few people were hoping that Reima would cut their prices. 8 customers were hoping that Reima would get more Russian speaking sales persons. Some people were writing about some discounts and seasonal discounts as well.

4.4 Summary of the key findings

According to this survey 62% of Reima's customers were women and 58% of them were in age group 26 - 35 years. The survey showed that most of Reima's customers, exactly 51% of the respondents stated their profession as an officer. The next biggest profession group was housewives with 18%.

The survey also shows that 37% of Reima's customers belong to the group of people with the gross income under 40 000 rubles in a month, which is about 920 euros. 35% of the Reima's customers had a gross income of 40.000 - 80.000 rubles in a month, which is about 920 - 1840 euros.

Most of the customers, 76.5%, were coming from Saint Petersburg and the rest of them from Moscow and Vyborg. Based on this, if Reima wants to advertise Lappeenranta's store also in Russia, most of the advertising should be focused on the Saint Petersburg area.

Customers were asked how much money they spend per a shopping trip in Lappeenranta and the survey showed that most of them, 40%, spent 201 - 400 euros. 28.4% of the customers spent over 400 euros per a shopping trip. Based on this survey, the customers spent a little bit more money on Saturdays than on weekdays. This conclusion is based on two different Saturdays, and which were compared to normal weekdays, but the difference in the money spent is not huge.

58.8% of Reima's customers visit Lappeenranta once a month or more often, so they come to Lappeenranta very regularly. Most of them, 97.1%, travel to Lappeenranta by car. 2.9% of the participants travel by bus according to the survey. Therefore parking place issues should be carefully considered at least on busy shopping days, like Saturdays.

The customers were asked if they have been shopping at Reima in Lappeenranta before and 58.8% of them answered "yes". So for most of the customers Reima is a familiar place to go shopping, and they have liked it because they came back for more shopping. Here is a short summary of the potential reasons they came back for more shopping:

Most of the customers felt that the location is an important factor, which makes them select Reima instead of bigger supermarkets. The Reima store in Lappeenranta is located in the Family Center shopping mall, which is quite new in Lappeenranta, so it has this excitement of newness. One important factor might be the Highway 6. It is located just next to the shopping mall, so it is easy to access to the Reima store from there.

An extensive product range is a very good advantage of specialized shops, like Reima, because they can meet customers' expectations and even exceed them. So for Reima that might be one of the best advantages when it is compared to bigger supermarkets. For the customers the extensive product range was an important factor, because 49% of them considered it important and 35.4% as very important. Therefore, based on the survey the customers are happy with Reima's product range, because they have gone shopping to Reima instead of bigger supermarkets.

The quality of the products was also really important for the customers. For 34.4% of the customers it was important and for 53.1% very important. A good price-quality ratio, which 33.3% of the customers felt as very important and 40.6% as important was significant, too. Therefore the results indicate that Reima's customers believe Reima has a good price-quality ratio.

It could be presumed that if customers came to a specialized shop, like Reima, they would feel that the availability of service is a very important factor for them. However, this survey does not support this assumption. Only 9.4% of the respondents felt that availability of service was very important and only 32.3% felt that it was an important factor. Also according to the survey the customer service at the Reima shop in Lappeenranta is good, because almost every customer was happy, 96% of them to be exact.

Almost half of the customers felt that the Reima shop is cozy, because they came to the Reima shop instead of bigger supermarkets. The brand image is also important for them, so they also value Reima as a brand.

The survey showed that most of the customers have seen some information or advertising about Reima before. They have seen advertising most on Reima's

own web page (33 people) in Shopping and Travel guide (19 people) and in the Family center's web page (16 people).

Finding out how important the different marketing channels were for the Russian customers, the important and very important percentages were counted together. The highest results, over 45%, from the highest to the lowest were:

- Recommendations from friends/people
- Advertising on the Internet
- Companies' web pages
- Tourist maps of Lappeenranta
- Traveling guides of Lappeenranta
- Promotion alongside the Finnish highways

The most important marketing source of information was recommendations from friends or people they know. This might be the biggest difference to be considered in advertising, because it differs from the way of advertising to which Finnish people are used to. It seems that Russian tourists also value advertising on the Internet. They seek information from the companies' web pages and from the Internet in general. Tourist maps and traveling guides seem to affect them and promotion alongside the Finnish highways got good results as well.

Almost half of the customers think that if the sales assistant does not speak Russian it affects the customer service level. It came up that if there is not any Russian speaking customer service person present at the moment, they might not be able to communicate what they are really trying to find from the shop or they will be misunderstood. 87.3% of the customers replied that they did not leave the Reima store, if there was not customer service offered with their own native language at the time. This shows that it does not affect customer service that much: people would not leave the store and would not be discouraged from buying products because of that, even though it would be annoying for them. In

the end, customers liked Reima and gave positive feedback about it. Some of them were also hoping to get some discounts and more Russian speaking sales people to help them out and to serve them.

4.5 A few ideas based on the research

Reima is already quite well-known for the customers who took part in the survey. Therefore, there is no need to try make the brand name Reima more known to them. Now good marketing and advertising is only needed to keep the existing customers and also convince new customers to try Reima.

The interview with Outi Tirkkonen gave a glimpse of Reima's marketing in Lappeenranta, and it appears that at this point Reima does not use offers or discounts in their marketing for Russian customers. The survey showed that many of the Russian customers would be keen on offers and would like Reima to have more of them, so discounts might be beneficial for Reima in the end to attract more customers to come to their shop, and induce people with low income to come and have a try of Reima's products. Most of the customers, 37% of them, belong to the income group of under 40 000 rubles in a month, which is about 920 euros.

It is not surprising that the second biggest profession group from Reima's customers were housewives with 18%, because Reima is selling clothes for children. Reima could do more segmenting for their Russian customers, e.g. taking housewives in closer consideration when planning some advertising ways. For instance in Finland students and pensioners get special discounts when using public transportation, because otherwise they might not be able to afford it. This same tactic with some discounts could be used on housewives.

Also according to the survey the customer service at the Reima shop in Lappeenranta is good, because almost every customer was happy, i.e. 96% of them. Customer service is a really important factor in Russian culture and therefore improving customer service even more and making customers feel more satisfied with the purchase, they might praise the Reima store to other people, like friends and family. Reima already has Russian speaking customer

service people working in the Lappeenranta Reima store, but the survey showed that some customers are still hoping to get more Russian speaking personnel to help them with their buying choices.

Personal recommendations are really important for Russian customers. They like to be sure that the product which they are planning to buy will be fine and a recommendation from a family member or from a friend seals the deal. Therefore, Reima could plan and make a special advertising campaign for Russian tourists who come to shop in Lappeenranta at Reima by creating their own Reima store Lappeenranta social site for example on Vkontakte.ru. There customers could invite their friends to join the group and the person who would invite friends to join social media, would benefit from it, e.g. by getting a small discount from a certain product. On the social site there could also be other information about Reima, e.g. opening hours, catalogues and product information. Thus the site would function as an ad for itself. Because Vkontakte.ru is the most popular social site in Russia at the moment according to newmediatrendwatch.com, it might be useful. Reima already has a social site on Facebook in Russian, but Vkontakte.ru is more popular among Russian people.

Companies' web pages were important to Russian customers according to this survey. Therefore, Reima could make their Family Center Reima web page more appealing and more informative. To add some information about different seasonal products, and add for example coordinates to navigators to find Reima in Lappeenranta like some customer suggested in the survey. If Reima wants to get the latest feedback from the Russian tourists who come to Reima in Lappeenranta, they could add a feedback form also to Family Center's page in addition to the one, which Reima already has in Reima's page.

Based on the survey of Reima's customers, they consider tourist guides and maps as an important way of advertising. Therefore, Reima could try to find some new places to advertise the store and its location to tourists. As an example local company go-Saimaa Oy could be a suitable partner, which

Reima could benefit from. Reima could advertise for example in their maps or on their webpage with banners. (goSaimaa Oy 2011)

Promotion alongside the Finnish highways was also popular with tourists. Just a simple Reima ad would do the trick to remind Russian tourists that the store is not far from highway 6 and point to the direction of Reima.

Based on the survey, advertising in local newspapers in Lappeenranta might not be so beneficial, but the advertising for example in STOP in Finland magazine, Shopping guide or in Venäjän kauppatie magazine might be useful when considering options in magazines or in publications. Discount coupons in ads might be attractive for lower income customers. Reima could also add some banners to websites like STOP in Finland, because many Russian tourists get the basic information about local shops from there, or to publish an article about the first Reima brand store in Finland.

5 CONCLUSIONS

The purpose of this study was to study the case company's marketing and customer service to their Russian customers and in the theory part to understand it more deeply. The empirical part was based on the interview of the store manager and the survey of the customers. Based to the theoretical and empirical parts, some suggestions how Reima could influence the customer service and advertising to Russian customers were made.

The number of Russian tourists in Lappeenranta is growing every year and for Reima it is a great change to gain more Russian customers and sustain the customer relationships, which they have already succeeded to gain. The survey indicated that most of the customers have seen some information or advertising about Reima before. Therefore, advertising has already been working for Russian customers. The most important source of information from a point of view of marketing was recommendations from friends or people they know. Based on the survey Russian tourists also value Internet advertising. They seek information from the companies' web pages and from Internet in general. Tourist maps and traveling guides have an effect on them and promotion alongside the Finnish highways got good results in the survey. Based on the survey almost half of the customers think that if the sales assistants does not speak Russian language it affects the level of customer service, but 87.3% of the customers think that they would not leave the Reima store because the lack of it. Based on the research customers were pleased with Reima's customer service, but many of the customers were hoping to get more customer service in Russian.

The author thinks that in the end the thesis process was successful. It took more time than the author assumed, but it got good results. The survey part of the thesis succeeded quite well. There were enough eager participants in the survey, which made the survey easy to carry out, and the large group of respondents made the results reliable. With the help of the survey, Reima can in the future understand their Russian customers even better and hopefully get some fresh ideas how to approach them.

REFERENCES

Aitio U, Alho A, Esilä V, Filppula O, Kaasalainen J, Kairento M, Kekki P, Laakso E, Lumijärvi E, Matilainen T, Nurmilaukas T, Rinne U, Ruohonen V, Smirnoff K, Stenholm J, Stpanova E, Tiirikainen T, Tiri M, Vimpeli S. 2009. Venäjän liiketoiminnan perusopas. Helsinki: J-Paino Hiirikoski Oy

Begström, S. 2009. Yrityksen asiakasmarkkinointi. 13. painos. Helsinki: Edita Publishing Oy.

Dahlen, M. 2006. Markkinoijan yhdeksän käskyä. Juva: WS Bookwell Oy.

Eskola J & Suoranta J. 2003. Johdatus laadulliseen tutkimukseen. 6. painos. Jyväskylä 2003.

ETC New Media Trend Watch. 16 December 2010.
<http://www.newmediatrendwatch.com/markets-by-country/10-europe/81-russia>
(Accessed 7 January 2010)

GoSaimaa Oy
<http://gosaimaa.fi/fi/alueinfo/ladattavat-tiedostot>
(Accessed 8 January 2011)

Haapakorva P. & Puustinen P. Markkinoinnin materiaali. Kuopion ammatillinen aikuiskoulutuskeskus. 16.4.2000.
<http://www.aedu.sakky.fi/opinnet/markkinointi/1mviestin.htm>
<http://www.aedu.sakky.fi/opinnet/markkinointi/1assuhde.htm>
(Accessed 4 January 2011)

Joensuun yliopisto. Markkinoinnin kilpailukeinot.
<http://www.joensuu.fi/taloustieteet/markkinointi/kuluttajamarkkinointi/kul4main.htm>
(Accessed 17 January 2011)

Juslén J. 2009. Netti mullistaa markkinoinnin. Hämeenlinna: Talentum media Oy.

Jussila-Salmi E & Grekelä I. 20.12.2004. Russian customers guide book.
<http://annejalari.net/hevosmatkailu/files/venalaisenasiakkaanpalveluopas.pdf>
(Accessed 5 January 2011)

Karvonen E & Kivimäki S. Tampereen yliopisto.
<http://www.uta.fi/viesverk/viesttiet/kaytannot/valinnat/maara.html>
(Accessed 4 January 2011)

Kotler P. 2003. Marketing Management. 11. Prentice Hall

Marketing teacher Ltd. 2011.
<http://marketingteacher.com/lesson-store/lesson-sales-promotion.html>
(Accessed 4 January 2011)

Millward Brown K. News release: Consumers motives in allowing direct mail or forbidding it. 1.10.2010.

http://www.posti.fi/tiedotteet/2010/20101001_tutkimus.html

(Accessed 16 January 2011)

Molari J. 2010. Venäjän kauppatie 12/2010.

<http://www.kauppatie.com/12-2010/fin-1.shtml>

(Accessed 5 January 2011)

Nickels T & Ylikoski T. Avaus Consulting & Asiakkuusmarkkinointiliitto.

Customership index 2009. Who has the most loyal customers in Finland?

<http://www.slideshare.net/avaushelsinki/asiakkuusindeksi-2009-kenella-on-suomen-uskollisimmat-asiakkaat>

(Accessed 15 January 2011)

Nurkka P & Dobrowolski T.

TAK Rajatutkimus ja Mediatutkimus esittelymateriaali 18.11.2010

Tutkimus- ja Analysointikeskus TAK Oy

http://www.rusgate.fi/sites/default/files/tiedotteet/venalaiset-ostajina-suomessa-2010-esittelymateriaali_18-11-2010.pdf

(Accessed 23 November 2010)

Oksanen S. 2005. Valuuttalaskuri.

<http://muunnin.com/valuuttalaskuri/>

(Accessed 4 November 2010)

Perilä-Jankola T. 2001 Venäjä markkinoinnin kohteena. Helsinki: Oy Edita Ab.

Qualitative Research Consultants Association. 2011.

<http://www.qrca.org/displaycommon.cfm?an=1&subarticlenbr=6>

(Accessed 19 January 2011)

Reima Oy. <http://www.reima.fi/>

(Accessed 5 June 2010)

Repiev A. A glimpse of Russia's advertising and marketing. October 2008.

http://www.repiev.ru/articles/glimps_en.htm

(Accessed 6 January 2011)

Solatie J. 1997. Tutki ja tiedä- Kvalitatiivisen markkinointitutkimuksen käsikirja.

Vaasa: Mainostajien liitto.

Seppänen K. Ampiiiri's Blog. Marketing, customer relationship management, communication and sales blog. 15.11.2010.

<http://ampiiri.wordpress.com/2010/11/15/perusteita-asiakassuhdemarkkinoinnista/>

(Accessed 14 January 2011)

TNS-Gallup. Share of advertising in marketing communication with planning and production costs 2009. <http://www.tns-gallup.fi/uutiset.php?aid=14576&k=14320>
(Accessed 17 January 2011)

WebFinance Inc. 2011.
<http://www.businessdictionary.com/definition/quantitative-research.html>
(Accessed 5 January 2011)

This questionnaire will be part of Heta Havia's Bachelor's thesis in Saimaa University of Applied Sciences and will help the Reima Ltd. to develop their marketing and customer service. The questionnaire and lottery coupons are only used for these already mentioned purposes. The questionnaire and lottery coupon will be handled separately, so the participants will stay anonymous. This questionnaire is intended for the Russian tourists who come to Reima store in Lappeenranta, not for the permanent Russian residents in Lappeenranta.

Background information:**1. Gender**

- ☐ male
- ☐ female

2. Age group

- ☐ 18 - 25 years
- ☐ 26 - 35 years
- ☐ 36 - 45 years
- ☐ 46 - 55 years
- ☐ over 56 years

3. Professional field

- ☐ officer
- ☐ employee
- ☐ farmer
- ☐ housewife
- ☐ student
- ☐ pensioner
- ☐ unemployed

4. Level of gross income

- ☐ under 1000 €/month
- ☐ 1001-2000 €/month
- ☐ 2001-3000 €/month
- ☐ 3001-4001 €/month
- ☐ over 4001 €/month

Something else, what? _____

5. Your hometown in Russia

- ☐ Moscow
- ☐ Saint Petersburg
- ☐ Vyborg

Somewhere else, where? _____

6. How much do you spend money shopping in Lappeenranta at once?

- ☐ under 50 €
- ☐ 51 - 100 €
- ☐ 101 - 200 €
- ☐ 201 - 400 €
- ☐ over 400 €

7. How often do you come to Lappeenranta?

- ☐ it's my first time
- ☐ once a month or more often
- ☐ once in a half year
- ☐ once in a year

8. How do you travel to Lappeenranta?

- ☐ by car
- ☐ by buss
- ☐ by train
- ☐ by airplane

9. Have you been shopping in Reima, Lappeenranta before?

- ☐ It's my first time
- ☐ I have been shopping here before
- ☐ I haven't been here before

Marketing**10. What things make you select Reima instead of bigger supermarkets?**

	Not important	Little important	Important	Very important
1. Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Extensive product range	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Quality of the products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Good price-quality range	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Availability of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The coziness of the shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The brand (image)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Something else, what?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Have you seen any information or advertising about Reima?☐ Yes, I have☐ No, I haven't (please, go to question 12.)**11.1. Where have you seen it?**Reima's own web page ☐Family center's web page ☐Shopping & Travel Guide ☐Venäjän kauppatie ☐EU Gate ☐Etelä-Saimaa ☐Lappeenrannan sanomat ☐

Somewhere else, where? _____

12. How important these marketing ways are for you?

	Not important	Little important	Important	Very important
Finnish TV channels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Russian TV channels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers in Lappeenranta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers in Russia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion near the Russian border	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion alongside the Finnish highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fliers in the hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercials in hotel rooms TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourist maps of Lappeenranta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traveling guides of Lappeenranta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Banners in web pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-mail advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media (for example Facebook)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Companies' web pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommendations from friends/people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Which of these magazines reach you?

Etelä-Saimaa	<input type="checkbox"/>	Shopping Guide	<input type="checkbox"/>
EU-Gate	<input type="checkbox"/>	STOP in Finland-magazine	<input type="checkbox"/>
Helsingin Sanomat	<input type="checkbox"/>	Spektr	<input type="checkbox"/>
Lappeenrannan uutiset	<input type="checkbox"/>	Vartti	<input type="checkbox"/>
Venäjän kauppatie -lehti	<input type="checkbox"/>		

What other
magazines/newspapers? _____

Customer service

14. Has the customer service been good in Reima shop at Lappeenranta?

☐ Yes ☐ No

Why not?

15. If the customer service person doesn't speak Russian language, does it affect to the customer service level?

☐ Yes ☐ No

Why yes?

16. Have you left the Reima shop, because there wasn't service available on Russian language at the moment?

☐ Yes ☐ No

17. Do you have any ideas how Reima shop in Lappeenranta could improve their customer service or marketing?

Эта анкета будет частью дипломной работы Heta Navia из Сайменского Университета прикладных наук и сможет помочь компании ОАО Reima улучшить их маркетинговую политику и обслуживание клиентов. Анкета и лоттерейные купоны используются только в вышеупомянутом случае. Анкета и купоны будут предоставлены отдельно, таким образом данные участников останутся анонимными. Анкета будет предоставляться непосредственно туристам из России, которые посещают магазин Reima в Лаппеенранта, а не постоянным русско-говорящим жителям города Лаппеенранта.

Основная информация:**1. Пол**

- ☐ мужской
- ☐ женский

2. Возрастная группа

- ☐ 18 - 25 лет
- ☐ 26 - 35 лет
- ☐ 36 – 45 лет
- ☐ 46 – 55 лет
- ☐ За 50 лет

3. Профессия

- ☐ служащий
- ☐ рабочий
- ☐ фермер
- ☐ домохозяйка
- ☐ студент
- ☐ пенсионер
- ☐ безработный
- ☐ Другое _____

4. Уровень дохода

- ☐ менее 40.000 рублей
- ☐ 40.000 - 80.000 рублей
- ☐ 80.000 - 120.000 рублей
- ☐ более 120.000 рублей

5. В каком городе России Вы проживаете?

- ☐ Москва
- ☐ Санкт-Петербург
- ☐ Выборг
- ☐ Другое _____

6. Сколько Вы обычно тратите денег за раз посещая магазины города Лаппеенранта?

- ☐ менее 50 евро
- ☐ 51 – 100 евро
- ☐ 101 – 200 евро
- ☐ 201 – 400 евро
- ☐ более 400 евро

7. Как часто Вы приезжаете в Лаппеенранта?

- ☐ это мой первый раз
- ☐ раз в месяц или чаще
- ☐ раз в полгода
- ☐ раз в год

8. Как Вы добираетесь до Лаппеенранта?

- ☐ на машине
- ☐ на автобусе
- ☐ на поезде
- ☐ на самолёте

9. Посещали ли Вы магазин Reima в Лаппеенранта ранее?

- ☐ это первый раз
- ☐ посещал ранее
- ☐ не посещал

Реклама

10. Что заставляет Вас выбирать магазин Reima среди других больших супермаркетов?

	Не важно	Не значительно	Важно	Очень важно
1. Размещение	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Широкий ассортимент товаров	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Качество продукции	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Соотношение цены и качества	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Наличие большого ряда услуг	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Уютная атмосфера магазина	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Торговая марка	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Другое _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Видели ли Вы какую-либо информацию или рекламу о магазине Reima?

- ☐ да видел ☐ не видел (передите к вопросу № 12)

11.1 Где Вы это видели ?

- ☐ официальный сайт магазина Reima
- ☐ официальный сайт торгового комплекса Family center
- ☐ туристические или торговые справочники
- ☐ газета «Финляндский торговый путь»
- ☐ EU Gate Oy
- ☐ газета Etelä-Saimaa
- ☐ газета Lappeenrannan sanomat
- ☐ Другое _____

12. Какой вид рекламы влияет на Вас больше?

	Не важно	Не значительно	Важно	Очень важно
Финское телевидение	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Русское телевидение	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Газеты в Лаппеенранте	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Газеты в России	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Рекламные кампании недалеко от Русской границы	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Рекламные щиты вдоль дорог Финляндии	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Листовки в гостиницах	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Рекламные телевизионные ролики в номерах отеля	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Туристические карты Лаппеенранты	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Туристические путеводители Лаппеенранты	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Реклама в интернете	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
электронная	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Социальные сети (Facebook)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Официальные сайты компаний	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Совет друга	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Какие журналы Вы предпочитаете?

Etelä-Saimaa	<input type="checkbox"/>	Venäjän kauppatie -lehti (Торговый путь)	<input type="checkbox"/>
EU-Gate	<input type="checkbox"/>	Shopping Guide	<input type="checkbox"/>
Helsingin Sanomat	<input type="checkbox"/>	STOP in Finland-magazine	<input type="checkbox"/>
Spektr (Спектр)	<input type="checkbox"/>	Vartti	<input type="checkbox"/>
Другие	<hr/>		

Обслуживание клиентов

14. Вам понравилось обслуживание в магазинах Reima в Лаппеенранте?

☐ Да

☐ Нет

Почему нет?

15. Если продавец-консультант не говорит по-русски, влияет ли это на уровень обслуживания клиента?

☐ Да

☐ Нет

Почему да?

16. Приходилось ли Вам покидать магазин Reima, если Вам не могли предоставить сервис на русском языке?

☐ Да

☐ Нет

17. Ваши предложения по поводу того, как магазин Reima в Лаппеенранте мог бы улучшить обслуживание своих клиентов и маркетинговую политику.
